SEPTEMBER, 1955

SOUTHERN AUTOMOTIVE JOURNAL

Big Volume in a Small Town page 37

Parts Bins—with Daylight page 45

'56 Lincoln's Carb Air Intake page 62

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Of the 4,923,850 passenger cars produced from January 1 through July 30, 1955—almost half* were equipped with the NEW PERFECT CIRCLE TYPE "98" CHROME OIL RING.

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Volume 35 Number 9

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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 35 SEPTEMBER, 1955 No. 9

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Automotive SPOTLIGHT

September, 1955

The one-time "unshod" South is climbing another notch this year, motor-vehiclewise. As proof of the statement, see what the U. S. Bureau of Public Roads says on page 7. If you live in Florida, Texas, Alabama, Georgia, Louisiana or North Carolina, you'll see why you can start smiling. Growing registrations in a state mean more than car-factory sales battles; they must also mean growing per capita income.

Papa Chrysler is finally planning to wean off what some of his dealers have long considered an unwanted step-daughter. Miss Plymouth is going to have a home of her very own, announced President "Tex" Colbert, a hale and hearty Texan if there ever was one. There's been nothing wrong with the lady, the dealers have carefully explained, but the problem has been to sell their Dodges, DeSotos or Chryslers while a lower-priced Chrysler product was sitting right there on the showroom floor staring at the prospect. It became a matter often of "selling up" when the customer may have clung to the idea of buying the lower-priced Plymouth. Out-and-out Plymouth-only franchises are to be given soon where found desirable, Colbert announced Aug. 29.

New-car production last month ran high despite the shutdowns by several factories for new-model changeovers. The total hit approximately 630,000, exceeded only by the 681,000 of August, 1950. The 1955 output edged early this month above the entire 1954 production, and there remained no doubt that this would be the highest production year of the industry.

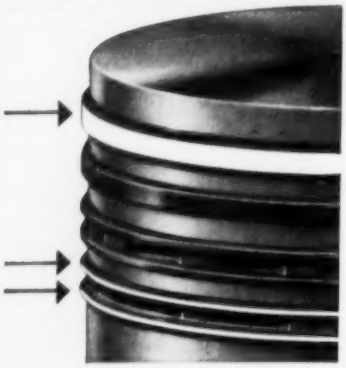
SELL SAFETY. Long advocated editorially by this magazine, it becomes more of an apparent necessity when you consider how Chrysler and Ford have begun answering the clamor of the medicos and speed-conscious state patrol directors. Safety belts, crash panels, doors which don't snap open under impact, etc., are coming on the market. The millions of dollars to be spent in promoting the safety features – with perhaps less emphasis on the horsepower race – may make the public more safety-conscious. In your shop is the place to follow through on this. Next month SAJ will put you right on the scene of a small North Carolina city whose service managers have inaugurated a safety-inspection program which has paid off in lives and limbs saved and higher shop volume.

Automobile debt jumped 21% in the first six months of 1955. Is this a warning to slow down? The National Automobile Dealers Association and General Motors Acceptance Corp. said "yes." Universal C.I.T. expressed less concern. All parties agree that the down payment and the length of payments should be watched principally. Consumer installment credit stands at a record $25 billion, half of it on automobiles. Automobile credit has been rising about $500 million a month since February.

Oklahoma Automobile Dealers Association has named a five-man committee to go forward with setting up an automobile dealers' mutual insurance company to write workmen's compensation insurance. A similar plan which has been in effect some years in Florida has brought tidy dividends and reduced this item of overhead below its former level. Considerable administrative expenses and the profits of private companies would be eliminated under the OADA plan.

Full-Flow Spring

EVERY RE-RING JOB DESERVES ALL THREE . . .



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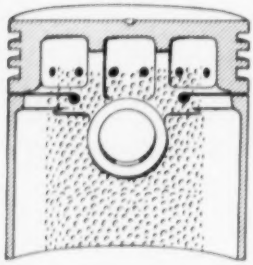
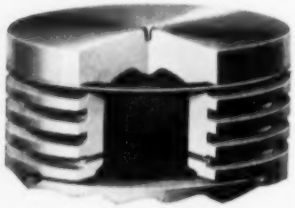


2. Sealed Power SUPER-SIZER is the world's best resizing method, increases resiliency and outward tension on thrust faces, expands skirt to original close fit, leaves piston skirt surface smooth.



3. Sealed Power GI-60 Groove Insert is the only dependable, economical method of restoring top groove to original size and protecting against future wear.

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PISTON RING SETS . . .

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assure YOURSELF

- better-satisfied customers
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Automotive

MARKETS

Florida and Texas Lead!

Registrations to Hit 61,301,000

Florida easily leads all other states in expected increase in total registrations for this calendar year, the Bureau of Public Roads, U.S. Department of Commerce, announced Aug. 28.

The Sunshine State should show an increase in registrations of all motor vehicles of 10%, followed by Texas with 7.1%, said the agency. Increases between 6 and 7% are expected in Alabama, California, Georgia, Louisiana and North Carolina.

The upward change this year over 1954 should run 4.6%, according to this report.

"Motor - vehicle registrations continue to gain and are expected to reach 61,301,000 for 1955," said the bureau, whose estimate was based on reports of state registration agencies.

"Passenger cars will number 50,954,000, a 5.1% increase over 1954. Trucks and buses are expected to total 10,347,000, a gain of 2.8%.

"Numbers of motor vehicles are expected to reach 81,000,000 by 1965."

This is the table as released Aug. 28 by the U. S. Bureau of Public Roads.

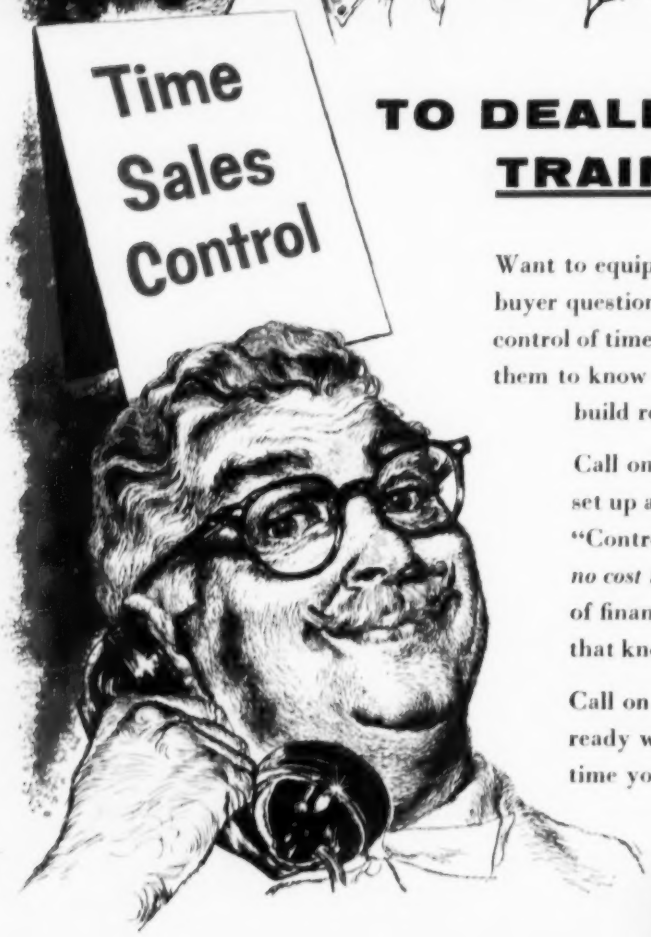
PRELIMINARY ESTIMATE OF 1955 MOTOR-VEHICLE REGISTRATIONS 1/

August 1955

STATE	AUTOMOBILES			TRUCKS AND BUSES			TOTAL MOTOR VEHICLES		
	REGISTERED 1954	ESTIMATED 1955	PERCENT CHANGE 1955/1954	REGISTERED 1954	ESTIMATED 1955	PERCENT CHANGE 1955/1954	REGISTERED 1954	ESTIMATED 1955	PERCENT CHANGE 1955/1954
Alabama	720,458	778,000	7.9	194,550	198,000	1.8	915,198	976,000	6.6
Arizona	295,753	313,000	5.9	83,951	87,000	3.5	379,704	400,000	5.3
Arkansas	367,015	385,000	4.9	177,974	182,000	2.3	545,019	567,000	4.0
California	4,979,210	5,335,000	7.1	819,632	829,000	1.1	5,698,842	6,064,000	6.2
Colorado	523,051	550,000	5.0	158,674	164,000	3.4	682,325	714,000	4.6
Connecticut	762,195	799,000	4.8	105,061	109,000	3.7	867,256	908,000	4.7
Delaware	110,593	114,000	2.8	29,833	30,000	4.0	139,726	144,000	3.1
Florida	1,180,274	1,310,000	10.6	373,423	338,000	6.5	1,607,697	1,648,000	10.0
Georgia	896,392	960,000	7.3	239,136	245,000	2.5	1,135,528	1,205,000	6.1
Idaho	320,166	332,000	3.7	89,357	93,000	4.1	311,523	325,000	3.2
Illinois	2,693,639	2,820,000	4.7	394,154	406,000	3.0	3,087,792	3,226,000	4.5
Indiana	1,391,194	1,460,000	4.9	291,236	298,000	2.3	1,682,430	1,758,000	4.5
Iowa	906,426	956,000	3.2	217,214	223,000	2.7	1,143,640	1,179,000	3.1
Kansas	759,088	791,000	4.2	242,514	252,000	3.9	1,001,602	1,043,000	4.1
Kentucky	751,000	800,000	6.5	206,096	212,000	2.9	957,596	1,012,000	5.7
Louisiana	684,653	732,000	6.9	193,147	197,000	2.0	877,800	929,000	5.3
Maine	297,905	300,000	0.1	68,097	69,000	1.3	366,002	369,000	0.7
Maryland	741,442	769,000	3.7	129,563	137,000	5.7	871,005	906,000	4.0
Massachusetts	1,294,211	1,357,000	4.5	185,678	187,000	0.7	1,479,889	1,539,000	4.0
Michigan	2,695,369	2,785,000	3.0	362,376	370,000	2.1	2,847,745	2,955,000	3.8
Minnesota	1,068,793	1,106,000	3.5	218,358	247,000	3.7	1,306,491	1,353,000	3.6
Mississippi	409,440	431,000	6.8	181,090	186,000	2.7	584,530	617,000	5.6
Missouri	1,174,714	1,214,000	3.3	296,164	300,000	2.0	1,131,878	1,183,000	3.4
Montana	213,694	220,000	3.0	100,635	104,000	3.3	314,329	324,000	3.1
Nebraska	445,548	451,000	1.5	191,442	195,000	2.4	636,990	646,000	1.7
Nevada	87,435	93,000	6.4	27,746	29,000	4.5	115,182	122,000	5.9
New Hampshire	163,574	171,000	4.5	38,293	39,000	1.8	201,867	210,000	4.0
New Jersey	1,683,684	1,759,000	4.5	244,393	247,000	1.1	1,928,077	2,006,000	4.0
New Mexico	321,036	339,000	5.3	83,481	86,000	4.3	404,517	425,000	5.0
New York	3,893,490	4,081,000	4.8	445,595	455,000	1.2	4,339,085	4,536,000	4.4
North Carolina	1,031,661	1,094,000	6.4	275,689	287,000	5.3	1,306,352	1,381,000	6.2
North Dakota	203,253	206,000	1.4	96,419	99,000	2.7	299,685	305,000	1.8
Ohio	2,991,344	3,091,000	4.5	409,242	423,000	3.4	3,400,636	3,444,000	4.1
Oklahoma	709,607	746,000	5.1	253,921	263,000	3.6	963,623	1,009,000	4.7
Oregon	681,431	710,000	3.9	83,413	86,000	3.2	764,849	796,000	3.8
Pennsylvania	3,071,591	3,088,000	2.0	2/ 509,543	515,000	1.1	3,553,981	3,603,000	1.4
Rhode Island	297,508	310,000	4.5	36,564	38,000	3.9	294,072	307,000	4.4
South Carolina	590,915	620,000	5.0	128,771	132,000	2.3	719,706	752,000	4.5
South Dakota	229,370	237,000	3.3	85,266	87,000	2.0	314,636	324,000	3.0
Tennessee	890,643	943,000	5.9	227,342	237,000	4.2	1,118,185	1,180,000	5.5
Texas	2,764,790	2,966,000	7.3	759,819	789,000	3.8	3,524,599	3,755,000	7.1
Utah	246,179	257,000	5.3	62,476	65,000	4.0	308,655	322,000	5.0
Vermont	115,840	119,000	2.7	15,647	16,000	3.6	131,487	135,000	2.8
Virginia	941,908	995,000	5.7	212,205	220,000	3.7	1,154,113	1,215,000	5.4
Washington	891,395	910,000	2.2	201,163	210,000	3.1	1,086,158	1,120,000	3.2
West Virginia	396,501	401,000	1.2	117,308	117,000	-0.3	513,609	518,000	0.9
Wisconsin	1,095,960	1,128,000	3.0	241,811	248,000	2.6	1,336,771	1,376,000	2.9
Wyoming	115,716	120,000	3.7	52,771	55,000	4.2	168,487	175,000	3.9
Dist. of Col.	173,128	178,000	2.8	22,435	23,000	2.5	195,563	201,000	2.8
TOTAL	48,498,870	50,954,000	5.1	10,065,136	10,347,000	2.8	58,589,863	61,301,000	4.6

1/ These estimates were made by the Bureau of Public Roads on the basis of State reports of motor vehicle registrations in the early months of 1955, and information available on current trends, motor vehicle production, and other factors. They include both privately-owned and publicly-owned motor vehicles, except those owned by the military services. Registrations shown for 1954 are from table MV-1, 1954.

2/ Adjusted to eliminate certain nonhighway tractors.



TO DEALERS WHO WANT TRAINED SALESMEN

Want to equip your staff with *sales tested* answers to buyer questions? Want your salesmen to understand why control of time sales nets more *closed* sales? Want them to know *how* to control those time deals and build repeat business?

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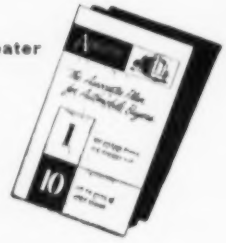
Call on *specialists* in time sales financing. We're ready with this free training program any time you say.

This new booklet points the way to greater profit—and better service to your customer. Get your supply now.



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Associates

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South Bend, Indiana

Automotive NEWS BRIEFS

Sample Ride in Olds Offers Big Prizes

JUST for taking a free demonstration ride, Roberts - Brashear Oldsmobile, Wichita Falls, Texas, is offering the public a chance on a new Oldsmobile Super-88 four-door sedan plus 1,000 gallons of gasoline and an additional chance at $1,000.

Melvin Roberts and Noel Brashear, owners of the dealership, said the promotion is based on the theory that the 1955 models will sell themselves by a demonstration ride alone.

Anyone not connected with the automobile business or its advertising agencies is eligible.

Don Allen Adds Charlotte To Chevrolet String

DON Allen, Miami, Fla., who heads ten dealerships and is said to be the world's largest Chevrolet dealer, has bought Pyramid Motors, Charlotte, N. C., from Essley O. Anderson, Jr., at an undisclosed price.

The building, which will be leased by Allen, was not involved in the transaction.

Anderson said he will devote his time to the Pyramid Discount Co., an automobile financing operation.

Memphis Buick Dealership Suffers Expensive Fire

BLUFF City Buick Co., Memphis, Tenn., suffered a three-alarm fire last month that destroyed a $45,000 shed and about 15 cars as 16 fire companies struggled to prevent it from spreading to the main showroom.

The fire originated from an air conditioner or a battery charger, it was believed.

Tom Huey Dies in S. C.

Tom W. Huey, 65, reported to be the oldest Chevrolet dealer in the Carolinas, died in Rock Hill, S. C., last month. He had been ill from a heart attack for several weeks.

Globe Battery to Build Atlanta, Ga., Plant

GLOBE-UNION, Inc., battery manufacturer, plans to construct a 50,000-square-foot plant in Atlanta, Ga., with building and equipment to cost approximately $1,000,000.

The plant, which is expected to be finished early in 1956, will be of modern, one-story design and constructed of masonry. The company has recently acquired a 12-acre site.

Manufacturing facilities have already been leased there, but the new operation will be larger "in order to provide space for additional inventory and equipment resulting from extensive changing requirements in the battery replacement market," according to C. O. Wanvig, vice-president.

Sept. 16—Annual convention of Kansas Motor Car Dealers Association, Broadview Hotel, Wichita.

Sept. 22-24 — Annual convention and trade show of Automotive Parts Rebuilders Association, Fort Shelby Hotel, Detroit.

Sept. 25-27 — Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.

Sept. 25-27 — Annual convention of Texas Automotive Dealers Association, Shamrock Hilton Hotel, Houston.

Oct. 1-2—Annual convention of Independent Garagemen's Association of Texas, Austin.

Oct. 9-11 — Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

Oct. 9-10 — Annual convention of Georgia Automobile Dealers Association, Bon Air Hotel, Augusta.

Oct. 15-17 — Annual convention of Arkansas Automobile Dealers Association, Majestic Hotel, Hot Springs.

Oct. 16-17 — Annual convention of Georgia Automotive Wholesalers Association, Dinkler Plaza Hotel, Atlanta.

Oct. 16-17 — Annual convention of Oklahoma Automobile Dealers Association, Mayo Hotel, Tulsa.

Oct. 16-18 — Annual convention of National Independent Automobile Dealers Association, Hotel William Penn, Pittsburgh, Pa.

Oct. 19-20—Fall convention of Virginias-Carolinas Automotive Wholesalers Association, Hotel Robert E. Lee, Winston-Salem, N. C.

Oct. 23-24—Annual convention of Automotive Wholesalers' Association of Louisiana, St. Charles Hotel, New Orleans.

Oct. 23-25 — Annual convention of Florida Automobile Dealers Association, Sans Souci Hotel, Miami Beach.

Oct. 27-29—Annual convention of Automotive Wholesalers of Texas, Shamrock Hilton Hotel, Houston.

Oct. 28 — Annual meeting of Automobile Old Timers, Waldorf-Astoria Hotel, New York, N. Y.

Nov. 6-8 — Annual convention of Automotive Trade Association of Virginia, Hotel Roanoke, Roanoke.

Nov. 12-13 — Annual convention of Florida Automotive Wholesalers Association, Orlando.

Nov. 13-14—Annual convention of Automobile Dealers Association of Alabama, Tutwiler Hotel, Birmingham.

Nov. 17-22 — Convention cruise to Bermuda from Wilmington, N. C., by North Carolina Automotive Wholesalers Association.

Dec. 4-5—Fall convention of Automotive Wholesalers' Association of Alabama, Hotel Whitley, Montgomery.

Jan. 28-Feb. 1 — Annual convention of National Automobile Dealers Association, Sheraton Park and Shoreham Hotels, Washington.

Feb. 21-22 — Annual convention of Motor and Equipment Wholesalers Association, Sheraton Palace Hotel, San Francisco, Calif.

Feb. 21-22—Annual convention of National Standard Parts Association, Hotel Mark Hopkins, San Francisco, Calif.

Feb. 23-26 — Pacific Automotive Show, Civic Auditorium, San Francisco, Calif.

Feb. 27—Annual convention of Louisiana Automobile Dealers Association, Hotel Roosevelt, New Orleans.

May 10-13—13th Southwest Automotive Show, Coliseum, Houston.

May 25-26 — Biennial Southeast Automotive Show Conference, Asheville, N. C.

April 25-27, 1957 — Biennial Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

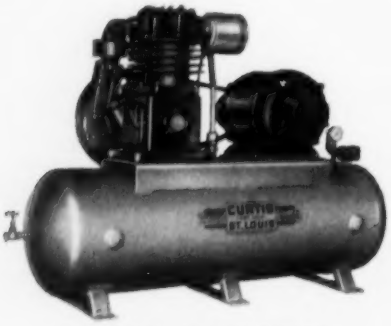
May 9-12, 1957—Midwest Automotive Service Industries Trade Show, St. Louis, Mo.

TWO-POST SHOP LIFT . . . FOR PASSENGER CARS AND LIGHT TRUCKS

Lower installation cost—no long, deep pit required . . . 60" wheel base range, 72" rise provides ample head room. Deep front yoke for greater front-end accessibility. Also Roll-On and Free-Wheel Type Lifts.

FULL AND SEMI-HYDRAULIC FRAME LIFTS

Wheels hang free, for faster wheel, tire and brake work. Springs are relaxed and bearings free for faster and more thorough lubrication, adjustment and repairs. Full under-car accessibility.

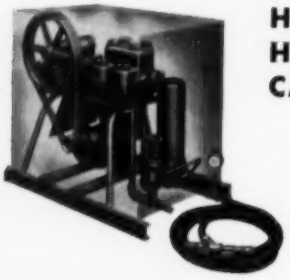


TANK-MOUNTED AIR COMPRESSORS

¼ to 15 H. P. Inclusive

From 1 to 78 cubic feet displacement (also simple and base-mounted units up to 300 cu. ft.). Single and two stage . . . Timken bearings . . . self-oiling. ASME National Board 200 lb. tank. Positive unloader protects motor.

Handle more jobs . . . QUICKER with modern *Curtis* SERVICE EQUIPMENT



HIGH-PRESSURE HYDRAULIC CAR WASHER

For faster, better, more profitable wash jobs . . . 300 lbs. pressure. Long-lasting, self-oiling pump with brass-lined cylinders. Full accessibility . . . quiet running . . . precision built.

OTHER CURTIS PRODUCTS . . .

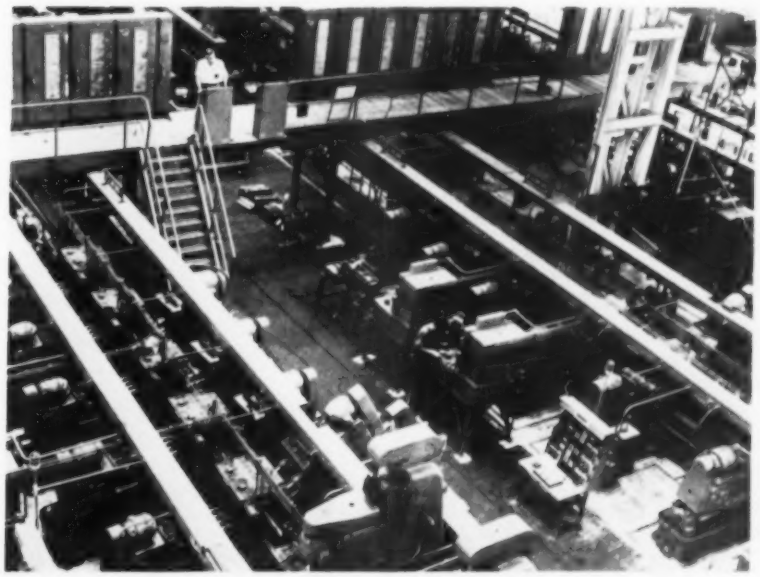
INDUSTRIAL AIR COMPRESSORS AND AIR HOISTS,

COMMERCIAL AND HOME AIR CONDITIONING

Curtis **PNEUMATIC MACHINERY DIVISION**
of Curtis Manufacturing Company
1938 KIENLEN AVENUE • ST. LOUIS 20, MISSOURI

Automotive NEWS BRIEFS

(Continued from page 9)



This overhead shot of one of the four cylinder head lines in Plymouth's new V-8 engine plant at Detroit shows operator on the bridge controlling the line's flow. At his back are electric "detecto" panels which pinpoint the exact position of any machining trouble along the line. This is accomplished by inserting an electric "pencil," located at the side of each panel, into small contact holes placed in rows along the panel face corresponding to each machine's position. When a "breakdown" occurs along the line, each hole is punched until a light flashes above the panel indicating trouble. This process is among the "firsts" introduced by Plymouth's new V-8 engine operation.

The du Pont Finishes Division, Atlanta, Ga., last month appointed John W. "Johnny" Owens as Southeastern automotive refinish sales manager. Since 1948 he had been refinish branch manager with headquarters in Charlotte, N. C. Owens has been active in automotive circles since 1936 when he started as a salesman in North Carolina. In 1942 he entered the U. S. Navy as a gunnery officer in the Armed Guard Unit and was discharged a lieutenant commander. Until 1948 he was a salesman in Florida.

Virginians Plan Program To Train Mechanics

THE Charlottesville, Va., Car and Truck Dealers Association, with school officials, is planning an educational program to coordinate training and stimulate interest among high school students in the automobile repair business.

Harry A. Wright, president of the dealer association, will appoint a committee to assist schools in setting up a program to aid boys in developing mechanical skills and to move on into training programs set up by dealers and manufacturers.

Preparation of this type would aid many in settling into a trade when they complete high school, it was pointed out.

Dodge Selects Two Managers

Dodge Division of Chrysler Corp. has chosen Kenneth L. Heatherly, Taylors, S. C., and Henry S. Johnson, Franklin, Va., as managers of its Richmond, Va., and Greensboro, N. C., districts, respectively. Heatherly has been an automobile salesman in Greenville, S. C., for the past nine years. Johnson has owned and operated a dealership since 1952.

Volkswagen Buys Jersey Plant

The Volkswagen Automobile Works has purchased an assembly plant in New Brunswick, N. J., it was announced last month. At a recent celebration of the millionth Volkswagen since 1948, Heinz Nordhoff, plant chief, said the works would expand.

•

A. L. "Al" Christian (top) has been appointed Atlanta zone sales manager for the Studebaker Division of Studebaker-Packard Corp. He was formerly regional dealer development supervisor of the Atlanta, Memphis, Philadelphia and Cincinnati zones. For 12 years prior to that he was Nash-Kelvinator's Atlanta zone manager. C. Gordon Radebaugh (bottom), with Studebaker for the past 16 years, was named assistant zone manager.

AC

SPARK PLUG CAMPAIGN THEME

"Hot Tip to increase horsepower"

WILL HELP YOU SELL MORE AC SPARK PLUGS

This AC campaign capitalizes on public demand for all the power that was originally built into car engines. It kicks off September 1, with full-page advertising in national magazines, advertising on 5000 billboards across the country, and on network TV, with over 100 stations! Dealers get all this, plus a powerful package of point-of-sale display materials, shown at right.

Another HUGE AC SPARK PLUG SALES CAMPAIGN for Dealers

Billboard design is also furnished in miniature for window poster.

Famous AC Bird Cage does repeat performance in full-color window poster.

Window poster on boosting power.

Window poster on quicker starting.

Campaign envelope features cut-out poster piece on need for 10,000-mile spark plug change.

BIG TOWN
NBC-TV

Reprint of national magazine campaign theme advertisement for use as poster.

ASK YOUR AC SUPPLIER FOR THIS TERRIFIC CAMPAIGN TODAY . . . THEN PUT IT TO WORK TO "INCREASE YOUR SALES POWER"!

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION • FLINT, MICHIGAN

GM GENERAL MOTORS

Automotive NEWS BRIEFS

(Continued from page 11)

Felix Doran III (left), vice-president of Doran Chevrolet, Dallas, Texas, presents his father, Felix Doran, Jr., with a portrait of himself to celebrate his 37th anniversary with General Motors and the ninth anniversary of his dealership. The portrait, painted by Dmitri Vail, famous Southwestern artist, will hang in their showroom to inspire future generations of Dorans who, the Dorans hope, will carry on the business.

Doran Receives Portrait For Twofold Milestone

FELIX Doran, Jr., founder of Doran Chevrolet, Dallas, Texas, received a portrait of himself in commemoration of his 37th anniversary with General Motors and the ninth year of his own dealership.

His son, Felix Doran III, commissioned Dmitri Vail to paint the portrait to hang in the showroom as an inspiration to future Dorans who might carry on the business.

Doran, Jr., a native Texan, spent 28 years with General Motors in Detroit and Canada before opening his own business in Dallas. Another son, Eddie, is also employed there.

Oklahomans Consider Plan For Work Compensation

MEMBERS of the Oklahoma Automobile Dealers Association may adopt their own setup to write workmen's compensation insurance at a savings in premium dollars, as was done by the Florida association some years ago.

Secretary-Manager Roy Tant proposed that the directors consider the step.

"As all dealers know, workmen's compensation rates are extremely high in the state of Oklahoma," he said. "Further, only last week the state insurance board approved applications for rate increases which amount to 11.6%. These increases were made retroactive to May 2, 1955, which means that dealers already are paying the additional premium burden.

"Your secretary-manager feels that automobile dealers are paying more than their share of premium costs as compared with other occupations of a more hazardous nature. Frankly, we feel that making application for a charter and setting up a mutual insurance company solely for automobile dealers is the answer to the problem. This mutual company would be operated on a *non-profit* basis. At the very outset dealers would be required to pay *less* in premiums because there would be no agent's commission involved. Then, at the end of the year, all surplus over and above payment of claims, adjusting fees and administrative cost, would be *returned to the participating dealers.*

"A similar system is now being operated in the state of Florida. In 1954, dealers in that state received rebates in the amount of $100,000 from premiums paid during that 12-month period. Many of them were returned as much as 40% of their original premium dollar.

"At the board meeting last Thursday, this proposal met with a great deal of enthusiastic response. President Chick Norton is now in process of appointing a five-member committee to work with the association manager in ironing out details of the plan. The entire proposal will be submitted to the board of directors at the October state convention, at which time the board will make its motion for approval or disapproval of the plan."

Independent Dealers Form Association in Arkansas

INDEPENDENT new- and used-car dealers from 13 Arkansas cities banded together and incorporated last month into a group called Arkansas Independent Automobile Dealers Association, Inc.

The association listed 48 regular members from Little Rock, Fort Smith, Newport, Benton, Magnolia, El Dorado, Malvern, Manila, Camden, Corning, Van Buren, Rison and Russellville.

S. C. Berry Succumbs

S. C. Berry, 50, former Dodge-Plymouth dealer at Columbia, S. C., and one-time secretary-treasurer of the South Carolina Automobile Dealers Association, died at his apartment in Columbia last month.

Gyp Artist "Cons" Trusting Texans

A casually-dressed customer strolled into a Houston, Texas, dealership last month and wanted to buy a new car. Salesmen gave him a 1954 model to test-drive, so he steered it over to a Buick agency and asked to trade it in on a late-model used Oldsmobile. There the salesmen gave him a fancy number to try out and, at press time, they hadn't seen him since.

Get early break-in on your chrome installations*

install the full chrome ring set with all the answers

AMERICAN HAMMERED

Pre-seated Krome-Oil

PISTON RING SETS

***Pre-seating assures fast oil control—here's why**—Pre-seating is a factory-applied lapping process for the top groove compression ring which is equivalent to 300 to 500 miles of *actual* engine operation. The smooth, even bearing of the narrow land contact surface (portion of ring magnified in photo) guarantees early break-in, fast oil control.

Read what others who have installed Krome-Oil say:

"We have been using your Krome-Oil ring sets for the past six months and find that they give very excellent results.

"The two most noticeable features are the very short length of time required for seating and the almost instant oil control achieved.

"We highly recommend the use of Krome-Oil sets in cars of all makes and am writing this letter because of the remarkable superior qualities of your product."

BURNSIDE MOTORS, INC.
East Hartford, Conn.

"We find American Hammered KO sets only Chrome sets that give fast seating and early oil control for customer satisfaction."

SUEDA BROS. AUTO SERVICE
Torrance, Calif.

"I have used about every brand of rings available in this area and lately have used several sets of one brand of chrome rings. I had quit using them because customers complained of taking too long to seat. Since using your pre-seated Krome-Oil rings I have had wonderful success with immediate seating and exceptionally good oil control even in real tough jobs. I am 100% sold on your Krome-Oil rings."

ROSSI BRO. SERVICE STATION
Rankin, Pa.

American Hammered

AUTOMOTIVE REPLACEMENT DIVISION
2001 Sanford Street, Muskegon, Michigan
Manufacturers of American Hammered Automotive Replacement Piston Rings
A Division of Sealed Power Corporation

Remember profit-packed American Hammered
Power-Plus Service • Koetherizing
GI-60 Groove Insert • Dry Film Lubricant

Automotive NEWS BRIEFS

(Continued from page 13)

Officers of the West Virginia Automobile Dealers Association are (l. to r.): Sherman Dils, Jr., Parkersburg, secretary-treasurer; Andrew L. Clark, Princeton, president; A. W. Orndorff, Montgomery, vice-president; B. F. Sonderman, Wheeling, first vice-president, and Walter M. Duncan, Beckley, state director for NADA. Not shown are Vice-Presidents J. H. Buck of Sistersville and Phillip W. Kelly, a dealer of Charleston.

Jacobson: The Dealer Sets the Pace

"THE speed of the boss is the speed of the gang," according to C. L. Jacobson, vice-president-sales, Chrysler Corp.

He also told the annual convention of the West Virginia Automobile Dealers Association at The Greenbrier, White Sulphur Springs, Aug. 22:

"In an effective dealership you find good men in all the key spots — sales manager, office manager, used-car manager, service manager and parts manager. If these men are working hard and producing good results, if they are cheerful and seem to be getting a lot of satisfaction out of their work, you can be sure of one thing — the dealer himself is a cheerful, hard-working man who gets a kick out of the automobile business. It is always the dealer who sets the pace for the dealership."

His text was almost identical to his remarks before the North Carolina Automobile Dealers Association last May.

"The future looks promising. We can look forward with confidence to good market opportunities in the years ahead," he asserted.

The three-day program included a wide variety of entertainment, reflecting a growing tendency to have fewer speeches and more emphasis on relaxation and individual exchanges of current information with dealers attending the convention.

Delco-Remy Increases 28% In First Half Sales

DELCO-REMY Division of General Motors showed a 28% sales increase the first half of 1955 over 1954's first six months, breaking all previous records, and commercial sales climbed 42%.

Divisional General Manager H. D. Dawson revealed that record highs had been established in sales of electrical components as original equipment for passenger cars, trucks, farm tractors, buses, aircraft, marine and industrial applications. Equipment sales for replacement and service also set records, he said.

Dodge Doubles Salesmen

"Dodge has doubled its sales and service organization in the last six months," William C. Newberg, president, Dodge Division, announced last month.

(*More News Briefs on page 157*)

"Think I'll get more out of her with a ring job? The car, Mac, the car!"

ANOTHER STORM-VULCAN

FIRST!

NEW!

New Engine Test Equipment Eliminates Costly Comebacks

The DYNOMASTER Engine Run-in Stand is an accurate means of pre-testing the mechanical excellence and satisfactory performance of rebuilt engines. It eliminates guesswork and costly re-working after installation. Profits are increased through greater customer confidence and improved workmanship in finished product.

DYNOMASTER

ENGINE RUN-IN and TEST STAND

LIST PRICE
$995.00

- Completely flushes inner engine with oil under pressure.
- Engines are tested with or without oil pan.
- Tests entire lubrication system and provides means for adjusting oil relief valve.
- Tests all metal surfaces for proper clearances.
- Tests valves, Tappets and Push Rods—adjustments are easy to make and re-check.
- Adaptable for all automotive and truck gasoline engines.

PHONE, WRITE OR WIRE TODAY FOR NEW CATALOG

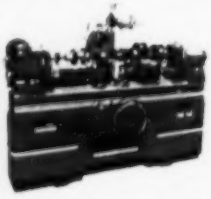
STORM-VULCAN, INC.
2225 BURBANK STREET • DALLAS, TEXAS

The Nation's Leading Automotive Machine Shops

STORMIZE

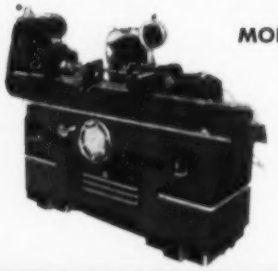
with STORM-VULCAN Machines

TURBO-BLAST PARTS CLEANING MACHINES



MODELS 15 and 15A CRANKSHAFT GRINDERS

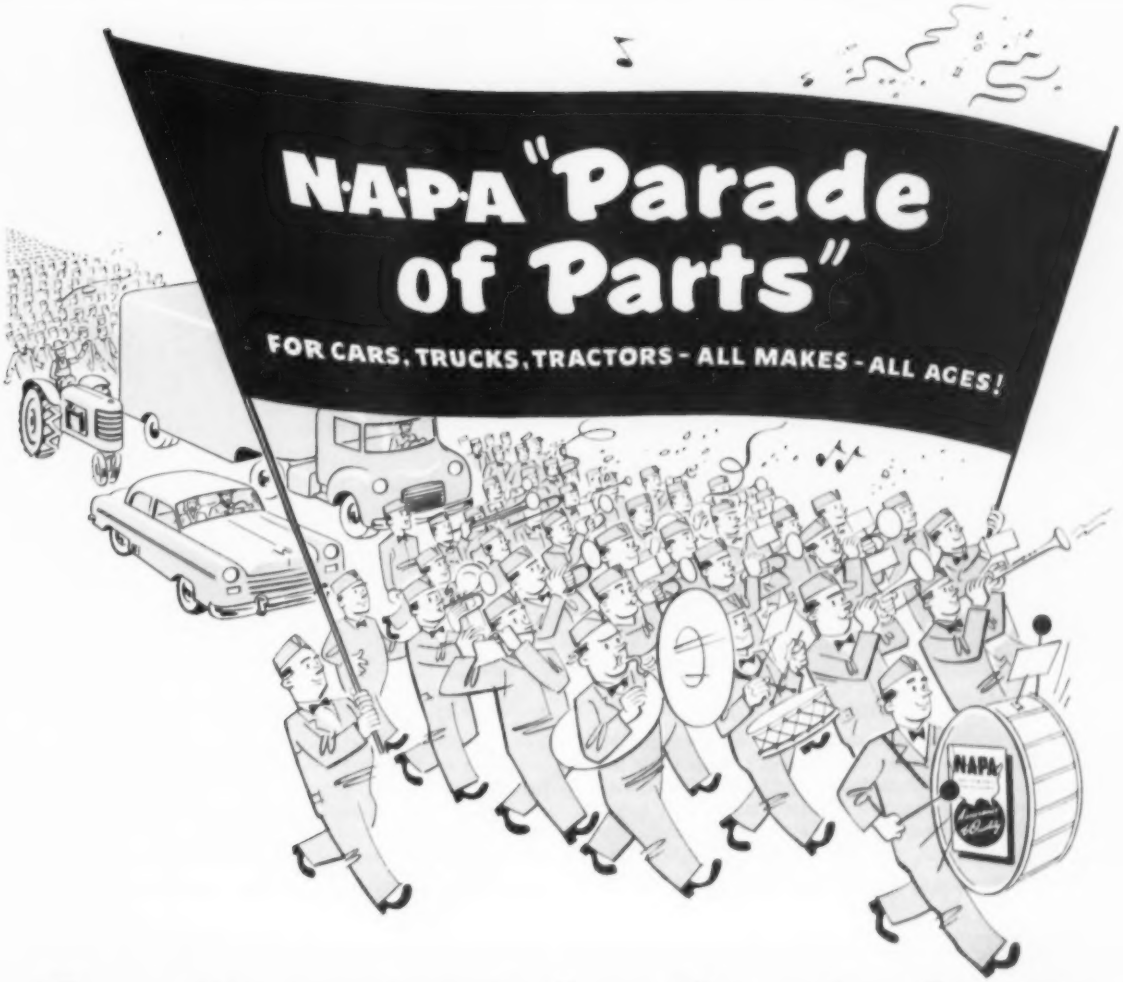
MODEL 85 HEADMASTER HEAD MILLING MACHINE



MODELS 75 AND 75-A

CAMSHAFT GRINDERS

SEND FOR COMPLETE CATALOG OF ALL MACHINES



—the Greatest in the Industry

Nationally advertised brands of genuine quality — all identified by this seal . . . and quickly available from your N·A·P·A Jobber

The products advertised in these pages are only a sample of what you will see when you visit your N·A·P·A Jobber during *his* "Parade of Parts" within the next few weeks.

This great "Parade of Parts," joined in by thousands of N·A·P·A Jobbers across the nation, spotlights the unequalled service and selling support given the year 'round by N·A·P·A Jobbers and manufacturers. It shows how your N·A·P·A Jobber, as part of the nation's largest independent parts distributing system, is in position to save you *time*—and *needless expense*—when you concentrate your buying with him.

Be sure to visit the "Parade of Parts" . . . *Don't fail* to see the multi-page advertisement in the October 8th Saturday Evening Post. Your customers will see it, and again be assured, as they have been for years, of the genuine quality of parts and supplies bearing the N·A·P·A Seal. *Your N·A·P·A Jobber is a Good Man to KNOW!*

National Automotive Parts Association, Detroit, in behalf of the thousands of independent

N·A·P·A JOBBERS

who supply the automotive repair trade from coast-to-coast with these — and many other — nationally advertised brands of quality automotive parts and supplies.

NAPA "PARADE OF PARTS" (continues)

N·A·P·A "Parade"

Allied-A.P.C. Two-Metal Valves

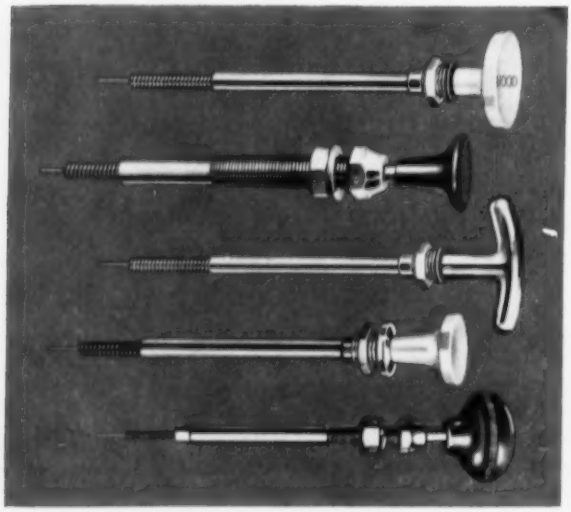
Allied-A.P.C. *Two-Metal* Exhaust Valves are the greatest value you can offer your customers at any price. Conventional and rotating types—Stellite-Faced—Sodium-Filled. Engineered and built to highest standards of accuracy. Install with Allied-A.P.C. Guides, and Allied-Raymond Valve Springs and Locks for efficient performance, long life and customer satisfaction.

ALLIED MOTOR PARTS COMPANY • DETROIT, MICHIGAN

Install the Best—American Brakeblok

You'll handle every reline *quickly, safely, profitably,* with American Brakeblok, known and respected for over 25 years as America's Safety Brake Lining! Boxed attractively and clearly identified, it comes precision-made in axle sets for every motor vehicle. It is available *bonded,* or *riveted* for all cars and light trucks; in *thick blocks* for all heavy-duty service.

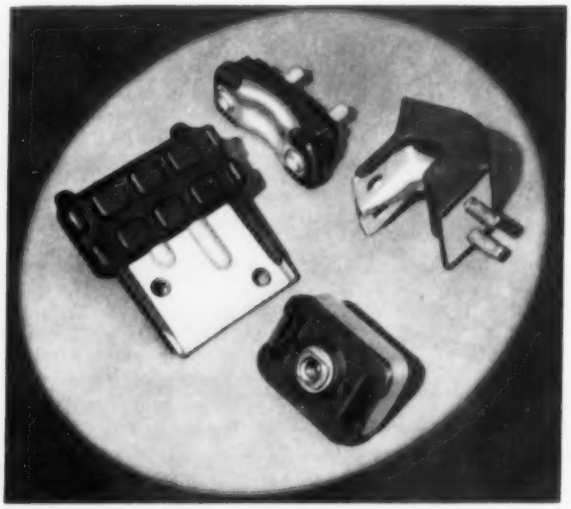
AMERICAN BRAKEBLOK DIVISION • DETROIT 9, MICHIGAN



Balkamp Controls

Balkamp's complete line of automotive controls for hood, choke and throttle, as well as heavy duty controls in special lengths and travel, reach a large and profitable market. Automotive controls available in chrome and ivory or tan Tenite. Special heavy-duty controls available for use on trucks, tractors, compressors, generators, hoists and other heavy equipment.

BALKAMP, INC. • INDIANAPOLIS, INDIANA



Balkamp Motor and Transmission Mounts

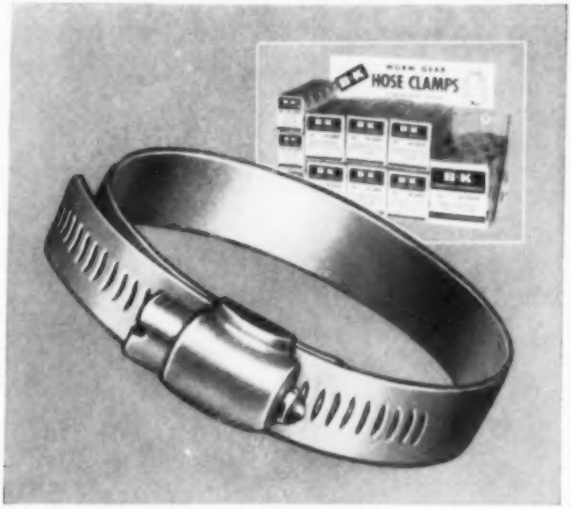
Motor and transmission mounts should be replaced after every engine, clutch or transmission overhaul, because new mounts make a real contribution to the smooth performance customers expect. The Balkamp line includes a broad range of individually packaged motor and transmission mounts. All built to original equipment standards, and clearly cataloged.

BALKAMP, INC. • INDIANAPOLIS, INDIANA

NAPA "PARADE OF PARTS" (continues)

# of Parts"

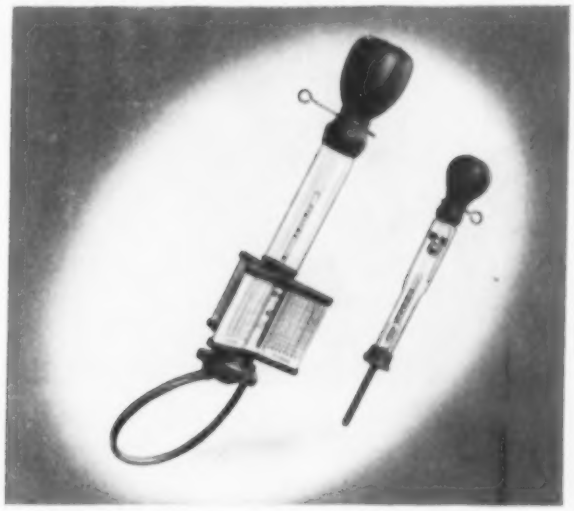
nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!



B★K Radiator and Heater Hose Clamps

B★K offers complete coverage in radiator and heater hose clamps, with worm gear, adjustable and universal types all available. Five sizes of stainless steel worm gear clamps cover all hose sizes, from ¾" to 3¼". Three sizes of adjustable clamps fit all radiator hose. Universal clamps come in three styles. For any hose clamp need, see your NAPA Jobber.

B★K SERVICE PRODUCTS • INDIANAPOLIS, INDIANA



B★K Anti-Freeze and Battery Testers

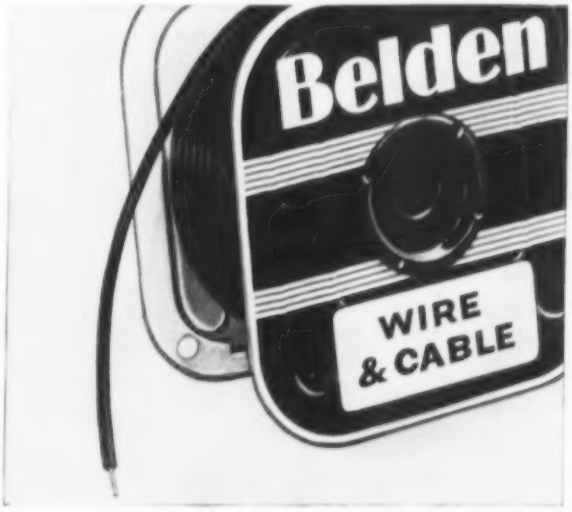
B★K Anti-Freeze Testers are durable, direct-reading thermometer-type instruments available for both universal and single-solution use. Easy-to-read scale. Pre-tested rubber-cushioned floats. B★K Battery Testers include Thermometer-type for accurate testing under extreme heat or cold, as well as the non-thermo type for fast readings under normal conditions.

B★K SERVICE PRODUCTS • INDIANAPOLIS, INDIANA

B★K Huffman Service Station Equipment

NAPA Jobbers have chosen B★K Huffman service station equipment because of its superior quality . . . and, because B★K Huffman units are available for every station need. All galvanized and baked enamel ware meets the most rigid tests in every day usage. For "top quality" service station equipment insist on B★K Huffman.

B★K HUFFMAN • DELPHOS, OHIO



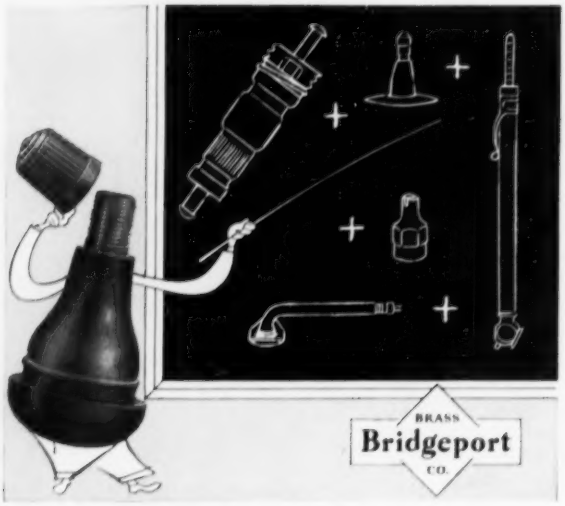
For Wire Profits—Without Complaints

Use Belden—the Wiring Line that's complete for all service jobs—easy to stock—at a surprisingly low investment. Easier application means faster replacements. Belden Wire and Cables are engineered for modern cars, trucks, and buses—the line most servicemen use. Ask your Jobber Salesman.

BELDEN MANUFACTURING COMPANY • CHICAGO, ILLINOIS

NAPA "PARADE OF PARTS" (continues)

N·A·P·A "Parade



This Adds Up!

Bridgeport's *complete* line of tire valves and accessories adds up to greater profits, higher turn-over with less inventory. Why? Because Bridgeport's line has no outdated or duplicated items. And local stocks give you quick delivery through your jobber. Order today.

BRIDGEPORT BRASS COMPANY • BRIDGEPORT 2, CONNECTICUT

Briggs "Hydro-Muscle"® Ride Control

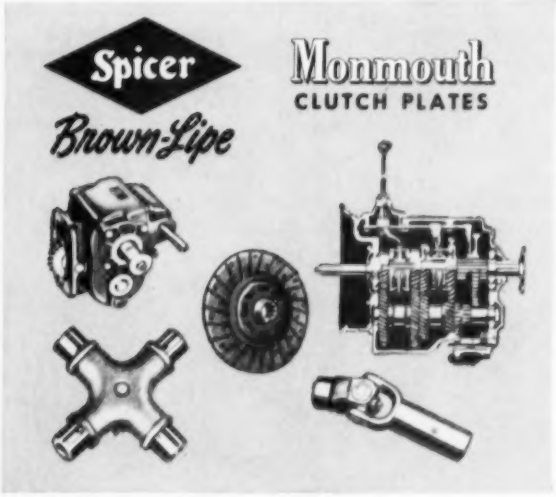
Car owners don't understand "shock absorbers." What they want and will buy is *Ride Control*—Briggs "Hydro-Muscle" Ride Control. A winter safety necessity. Ask your jobber for high-profit, fast-action assortment of 12 Briggs "Hydro-Muscles"—potent Muscle Man selling tools included FREE to tie in with big-space national ads.

THE BRIGGS SHOCK ABSORBER COMPANY • CLEVELAND, OHIO

Celoron® Timing Gears

There are reasons why good mechanics insist on using genuine Celoron Timing Gears. Made to original equipment standards, Celoron gears have high tooth strength, run smoothly, are easy to install. Customers know that the *laminated rim* of an individually molded Celoron gear gives better timing, longer life. Install the best in timing gears—order Celoron from NAPA!

CONTINENTAL-DIAMOND FIBRE DIVISION OF THE BUDD COMPANY, INC.
NEWARK, DELAWARE



Dana Products

One or more Dana-made Products are in practically every automotive vehicle on the road: Spicer and "Mechanics-Type" Universal Joint Replacement Kits; Spicer "Brown-Lipe" Transmissions; Spicer Power Take-Offs and PTO Joints; and Monmouth Clutch Plates. Available through NAPA jobbers. For your profit and customer satisfaction, use DANA products.

"The Standard of the Industry!"

DANA CORPORATION • TOLEDO 1, OHIO

NAPA "PARADE OF PARTS" (continues)

# of Parts"

nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!

DITTMER

Transmission Gears and Shafts have been keeping cars and trucks in operation since 1919. *"Second to None"* quality; *Easy-to-Work-With* Catalog; attractive *safety* cartons, distinguish this line. Illustrated instruction sheets, tags, etc., in many gear cartons are of real help to the repairman. This Company is Owner-Managed. See your NAPA Jobber!

DITTMER GEAR & MFG. CORP. • LOCKPORT, NEW YORK

Duckworth Timing Chains

Often a "ring" job isn't the complete answer to motor "pep" . . . the kind your customer expects. Check the timing chain for wear and stretch. If replacement is needed recommend Duckworth (R) Monoflex Timing Chains for top motor performance, with gas and oil savings as an extra bonus. Result: *"repeat" business that comes from real customer satisfaction.*

CHAIN BELT COMPANY • SPRINGFIELD, MASSACHUSETTS

ECHLIN Ignition

VISUMATIC • Visual stock control • Room for expansion • Perpetually balanced stock • Annual modernization • Guaranteed against obsolescence • The part you want when you want it—

ECHLIN MANUFACTURING COMPANY • NEW HAVEN, CONNECTICUT

ECHLIN Extras In Ignition

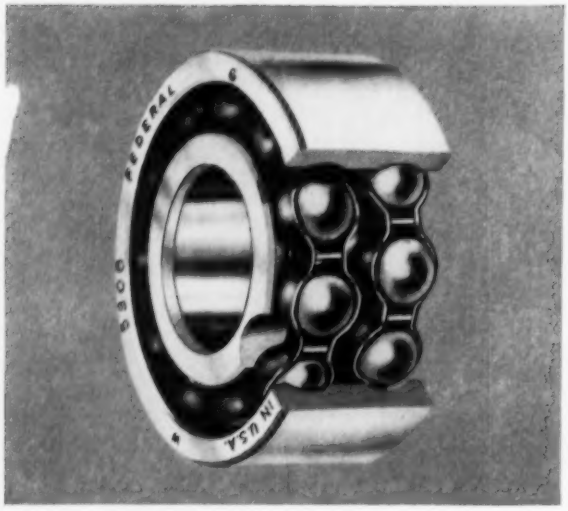
FOR CARS • TRUCKS • TRACTORS

- *OUTSTANDING ENGINEERING*
- *TOP QUALITY MATERIALS*
- *PRECISION WORKMANSHIP*

ECHLIN MANUFACTURING COMPANY • NEW HAVEN, CONNECTICUT

NAPA "PARADE OF PARTS" (continues)

N·A·P·A "Parade"



Federal Ball Bearings

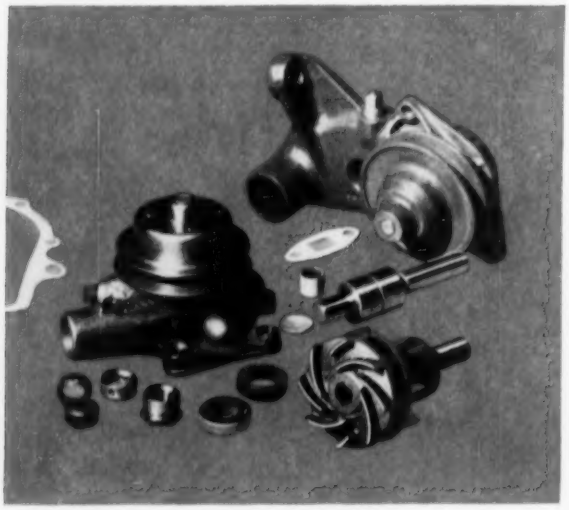
Most complete ball bearing line for the automotive industry. Used as *original equipment* on millions of vehicles by leading manufacturers. Chosen by repairmen as the ideal replacement bearing. *Federal Ball Bearings* are dependable—backed by the dependable source of supply—your NAPA Jobber!

THE FEDERAL BEARINGS CO., INC. • POUGHKEEPSIE, NEW YORK

Fleet Bumper Lifts

Whether you prefer a hydraulic or mechanical one-end bumper lift for fast service, it is available in the FLEET line of jacks. In addition to these popular service models, you can get 33 other sizes and types of FLEET hydraulic or mechanical jacks for every lifting requirement from your NAPA Jobber.

EDGEWATER AUTOMOTIVE DIVISION • ST. JOSEPH, MICHIGAN



Allied-Grapho Vacuum-Tested Water Pumps

With greater loads being placed on cooling systems, the importance of the water pump has reached a new high. Allied-Grapho Water Pumps are factory duplicates in design; and in engineering, tolerances and materials, they *meet or surpass every factory specification!* As a double-check, every Allied-Grapho pump is *vacuum-tested* to be sure it won't leak in service!

ALLIED MOTOR PARTS COMPANY • DETROIT, MICHIGAN

Automotive Finishes

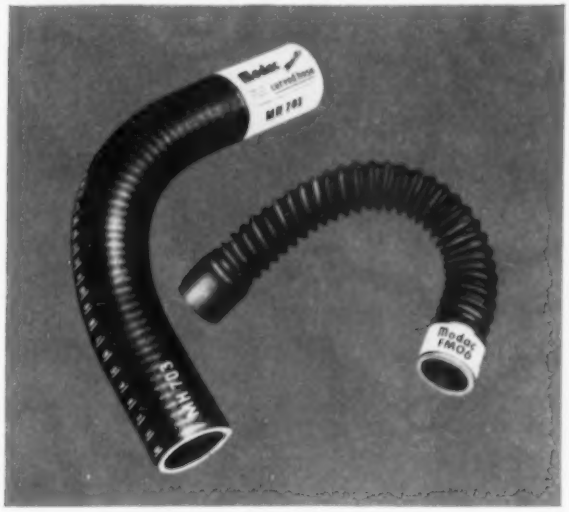
For best color match, best blend-in, best gloss . . . *insist* on Martin-Senour exclusively! A full line of factory-packaged, factory-sealed quality products for *complete* car finishing . . . from the widest choice of colors to exactly the right thinner, reducer, primer and sealer for every job! Get full customer satisfaction! Order Martin-Senour from your NAPA Jobber!

MARTIN-SENOUR, 2520 SOUTH QUARRY STREET • CHICAGO, ILLINOIS

NAPA "PARADE OF PARTS" (continues)

# of Parts"

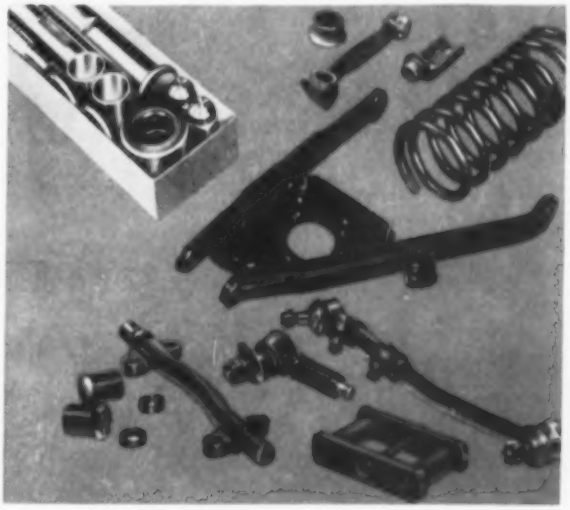
nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!



Modac Radiator Hose

Modac's complete line of Radiator Hose—*Molded Curved, Flexible* and *Straight*, is made of finest materials, designed to service all types of passenger car, truck and tractor engines. Very flexible to absorb vibration, Modac Hose protects fragile radiator connections. Smooth unobstructed inner tubes allow full coolant flow. Your NAPA Jobber will suggest the *best* Modac Hose for you!

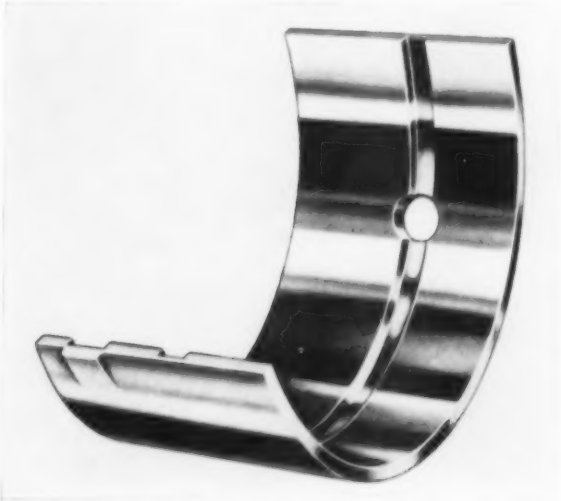
HAYWOOD INDUSTRIES • WAYNESVILLE, NORTH CAROLINA



Allied-Monmouth Chassis Parts

In Allied-Monmouth Chassis Parts, your NAPA Jobber offers a complete line engineered and built to original equipment standards in materials and tolerances. Includes Wheel Suspension Parts, Coil Springs, Steering Parts, King Bolt Sets, Shackles, and Ball-Joint Suspension replacements. Make your NAPA Jobber your headquarters for Chassis Parts.

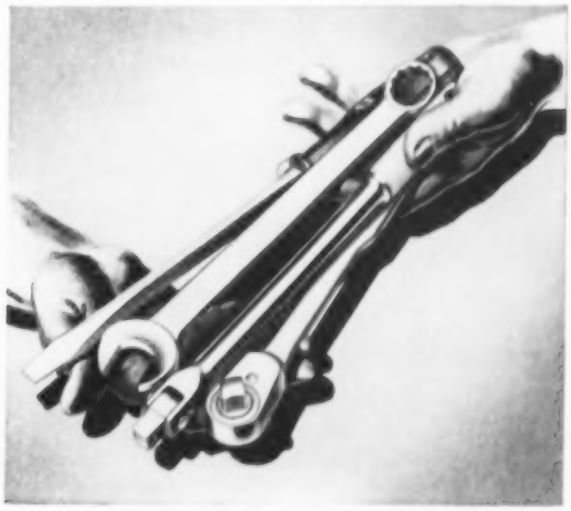
ALLIED MOTOR PARTS COMPANY • DETROIT, MICHIGAN



Monmouth Engine Bearings

For trouble-free installation and new-engine performance, get the best in bearings; Monmouth, original equipment on 65 makes of millions of cars, trucks and tractors. Designed right and made right for perfect fit, high fatigue life and smooth surface action, Monmouth engine bearings assure full customer satisfaction. Use Monmouth—Clevite 77 and Micro!

CLEVITE SERVICE DIVISION • CLEVELAND, OHIO



New Britain Hand Tools

The complete Line of top-quality, professional Tools designed *for* mechanics *by* mechanics—including the great new Automatic Transmission Tools that open up this money-making service field for you. Ask for New Britain Tools. They're engineered to handle today's repairs and service—faster for you!

THE NEW BRITAIN MACHINE CO. • NEW BRITAIN, CONNECTICUT

NAPA "PARADE OF PARTS" (continues)

N·A·P·A "Parade"

OILOK Treated Paper Packing

OILOK is a treated fiber sheet packing, impervious to water, gasoline and oil. Available in 18" and 36" width rolls. Supplied in 1/64", 1/32", and 1/16" thicknesses. Its compressibility and sealing qualities adapt OILOK for oil pan, gear cover, and valve cover installation when ready-cut gaskets are not available.

MANUFACTURED BY VICTOR MFG. & GASKET COMPANY FOR BALKAMP, INC. • INDIANAPOLIS

Puritan Heavy-Duty Brake Fluid

Meets and exceeds SAE standards by a wide margin! 60°F. below zero to 400°F. above. Completely free from gumming and rubber reaction. Mixes with all fluids made with castor or synthetic bases; absorbs condensation. Recommended for all heavy-duty service. For passenger car service, sell PURITAN Super 60 Brake fluid for extra safety...*extra profits!*

OLIN MATHIESON CHEMICAL CORPORATION • BALTIMORE 3, MD.

New Puritan Penetrant

A free sample from your jobber—then try it and see—try it on the heat-baked rust of a muffler joint—or a corroded manifold bolt—try the toughest job you can find and compare results with anything else. Plus values are, won't burn, doesn't smell, harmless to rubber—It's new, better; ask your jobber for a sample of Puritan Penetrant.

OLIN MATHIESON CHEMICAL CORPORATION • BALTIMORE 3, MD.

Rockford Fasteners

Rockford's new wall-mounted "*Dealer Organizer*" eliminates the headache of bins or drawers for fastener parts—gives new all-'round convenience. Clear plastic packages in easy reach save time. Rockford's plated finish makes assembly easy—gives the new *clean look!* Cap Screws, Nuts, Washers, Cotter Pins, Stove Bolts and Sheet Metal Screws in packages to fit your needs.

ROCKFORD SCREW PRODUCTS COMPANY • ROCKFORD, ILLINOIS

NAPA "PARADE OF PARTS" (continues)

# of Parts"

nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!

It's Powerful Quiet with a Soundmaster

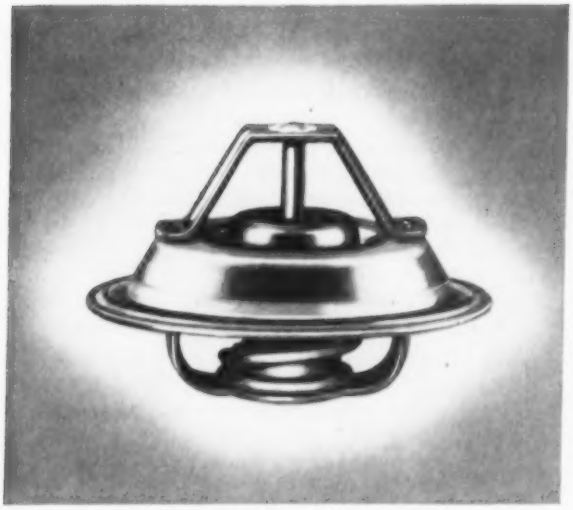
POWERFUL because each muffler is designed to meet the special needs of a specific engine, to preserve all its flashing performance . . . QUIET because each noise condition is met individually, with laboratory tests to determine the one best construction to produce Quiet . . . SAFE because Soundmaster mechanical fit protects car owners against deadly "CO"!

DE KOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN

Standard Grease Seals

There's a perfect-fit Standard replacement seal for every car entering your shop—including orphans! And the quick, easy way to extra profit from seals is a Standard seal stock. Two stocks: one for garages with front and rear wheel seals, one for lube stations with front wheel seals only. Includes price sheet, interchange data. Ask about it today!

STANDARD SEAL COMPANY • VAN WERT, OHIO



For Quick Heat—Thomson "HP" Thermostats

The revolutionary Thomson "HP" Stat—adopted as original equipment by one of the big three—for the first time brings to modern pressurized cooling systems all the advantages of the tight-sealing, trouble-free poppet valve. Standard and High-Temperature settings in both the "HP" and Thomson bellows-type stats. See your NAPA Jobber for *complete service.*

STANDARD-THOMSON CORPORATION • DAYTON, OHIO

New D-107 Trico Displaymobile

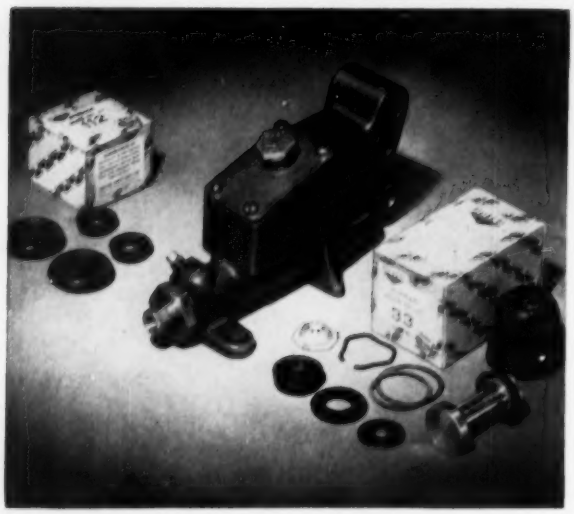
It's new . . . it's different . . . it's a real profit pusher. Designed for use with the Trico Stock Organizer Cabinet and Vis-U-Lid, this new Displaymobile puts your wiper-washer service department right out front at the point of sale. Use this portable all metal unit on the service floor . . . in the lubritorium . . . roll out to the island near the pump, or in front of the station where customers will see it. For details, see your NAPA Jobber.

TRICO PRODUCTS CORPORATION • BUFFALO 3, NEW YORK

NAPA "PARADE OF PARTS" (continues)

NAPA "Parade of Parts"

Nationally advertised brands for **CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!**



UNITED means dependability

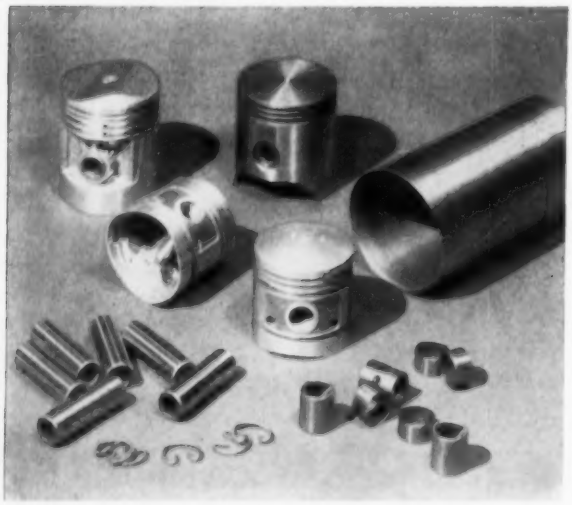
UNITED Hydraulic Brake Parts are replacement engineered and specifically designed to completely restore the hydraulic brake system to peak operating efficiency. Automotive servicemen the world over have dependably applied UNITED brake parts for over a quarter century. Use UNITED. Your NAPA jobber features this brand.

UNITED PARTS MFG. CO. • CHICAGO, ILLINOIS

Visall Safety Products

Dependable, easy to install turn signals. Visall 631 switch with engineered delayed self-cancelling. Visall 581 Class B light for maximum economy. Visall 531, 532 Class A with Lucite plastic lens. Visall 561 Class A with glass lens for heavy investment vehicles. Reflectors, flares, passenger car mirrors, truck mirrors, truck lights. Proven in service, approved in all states.

VEHICLE PRODUCTS COMPANY • CINCINNATI, OHIO



Allied-Wisconsin Pistons and Sleeves

For cars, trucks and tractors, look to Allied for the finest in pistons, sleeves and sleeve assemblies. Made to engine manufacturers' specifications as to material, design and weight, the broad Allied line includes *all piston types used as original equipment!* Install with Allied-Precision Micro-Matched Piston Pins for a perfectly balanced job.

ALLIED MOTOR PARTS COMPANY • DETROIT, MICHIGAN

Other NAPA Lines

CLEVELAND Universal Joints
Cleveland Steel Products Corporation, Cleveland, Ohio

DETROIT Universal Joints
Universal Products Company, Inc., Dearborn, Michigan

HAARTZ-MASON Friction Tape
Harrtz-Mason, Inc., Watertown, Massachusetts

K. O. LEE Valve Seat Inserts
K. O. Lee Company, Aberdeen, South Dakota

MICROTEST Axle Shafts
MicroTest Gear Company, Pottstown, Pennsylvania

MICROTEST Drive and Pinion Gears • Flywheel Gears
Balkamp, Inc., Indianapolis, Indiana

MODAC Service Hose, Auto Mats and Splash Guards
B. F. Goodrich Company, Akron, Ohio

MODAC "V" Belts
Haywood Industries, Waynesville, North Carolina

PROSPECT Floor Mats
Prospect Rubber Company, Cleveland, Ohio

RARITAN Roller Bearings
Raritan Bearing Corporation, Trenton, New Jersey

TALENT Power Tools
SKIL Corporation, Chicago, Illinois

ZOLLNER Heavy-Duty Pistons
Zollner Machine Works, Fort Wayne, Indiana

NAPA "PARADE OF PARTS" (continues)

SAVE 17% on Amazing FLARE BRAKE FLUID DEAL #100!

Flare

Get 2½ Gallons

SAE HEAVY DUTY (70R1)

BRAKE FLUID

Complete with Dispensing Pump

Regular Dealer Price $19.25

only $15.95*

With Coupon Below!

Retail Service Value $120.00
at "top off" price of 75¢ for 2 oz.

Now save 17% on 2½ gallons of famous Flare Heavy Duty Brake Fluid in re-usable can with flexible pour spout—plus a Special Dispensing Pump! This combination gives you $120.00 worth of easy retail sales for only $15.95! *A gross profit of 86% for you!*

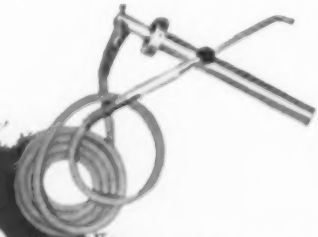
Flare Heavy Duty is the brake fluid experienced service men use to insure top safety and performance. It mixes perfectly with *all* original fluids, helps prevent vapor lock, will not corrode metal, damage rubber parts, or form sludge or gum. Flare's heavy body assures good sealing (with no loss of hydraulic pressure), trouble-free performance, satisfied customers, more repeat business!

Start enjoying these important Flare advantages now while you save with Flare's amazing deal #100. Mail the coupon today!

NOTE: Flare is also available in 12-oz., pint, gallon, 5-gallon and 54-gallon sizes.
*Prices slightly higher in Canada

Fast, Clean, No-Waste Filling with a Flare Dispensing Pump

- One-man operation!
- Delivers 2 ounces per shot—automatically! Pumps out the *bottom* ounce too!
- Universal top fits all standard gallon cans and Flare 2½ gallon cans!
- 7 feet of hose reach every master cylinder!
- Keeps fluid clean, undiluted!



Flare

SAE Heavy Duty (70R1)

BRAKE FLUID

JOBBERS: Contact us for details

THE BELL CO., INC., 411 N. Wolcott Ave., Chicago 22, Ill.

In Canada: Bell Chemicals Ltd., 156 Bathurst St., Toronto, Ontario

SAVE 17%! MAIL TO YOUR JOBBER NOW!

Dear Mr. Jobber:

I want $120.00 worth of retail service value for only $15.95. Send me Flare Brake Fluid Deal #100.

Your Name _____

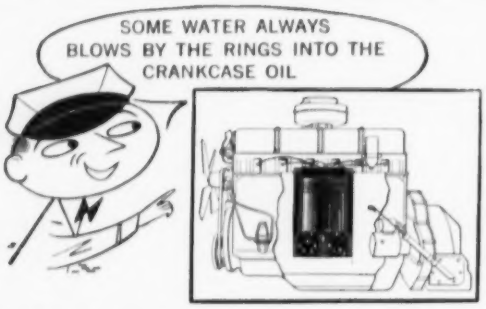
Your Address _____

City _____ Zone ____ State _____

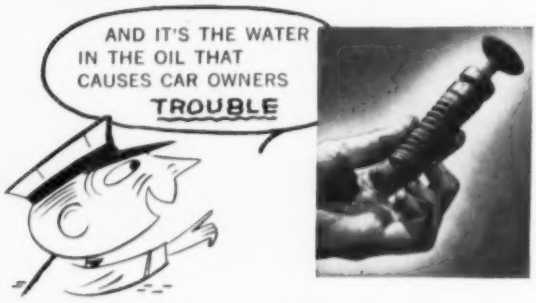
THE TALE of the TELL-TALE TAIL PIPE

You've seen it! Your customers have seen it! That drip, drip, drip from the tail pipe of any car. It's water! But where does it come from? Most of your customer's don't know. If you will tell them, you will sell WALKER oil filter replacement elements!

That water comes from the engine. Every gallon of gasoline, burned in an internal combustion engine, produces more than a gallon of water. This has been conclusively proved in tests conducted by Motor Vehicle Research, Inc., famed automotive testing laboratories.



Not all of the water produced by the engine passes out of the exhaust—some of it ALWAYS blows by the pistons into the crankcase oil. "Blow-by" contamination from the combustion chamber is the greatest enemy of motor oil.



It's a fact that water in the crankcase oil is a constant threat to the performance of the engine . . . it is the chief cause of sludge and corrosive acids. Sludge and corrosive acids cause poor performance and lead to costly motor repairs.

WALKER Replacement Elements give added protection in any make or type oil filter

Unlike ordinary oil filter replacement elements, WALKER cartridges are specifically designed to remove water from the oil. Water is the chief cause of sludge, the source of corrosive acids and can destroy the detergent quality of modern oils.

Any good oil filter can take out solid contamination—dirt, dust, metal particles and other abrasives—but right there is where WALKER takes a long step further. *It also removes water* from the oil—the most dangerous of all contaminants.

In addition, WALKER's patented *Laminar* construction means "three dimensional filtration"—surface filtration . . . depth filtration . . . and progressive filtration to assure complete protection from all types of solid abrasives. And, WALKER oil filter replacement elements give this added protection in any make or type of oil filter! What the engine puts in—WALKER takes out.

WHAT THE ENGINE PUTS IN . . . WALKER TAKES OUT	
WATER from engine blow-by	✓
ROAD DIRT from engine breathing	✓
CARBON SOOT and LEAD COMPOUNDS from engine combustion	✓
Metal PARTICLES from engine wear	✓

Give your customers the oil and engine protection they need. Regardless of the make or type of filter on the car—a Walker Replacement Cartridge means ADDED PROTECTION.

This is the most important question you can ask your customers. It assures them the engine protection they need—the kind offered by WALKER Oil Filter replacement elements. It provides the best possible oil filtration because it removes all harmful oil contaminants . . . including water.

WALKER OIL FILTERS

Laminar

Check the Water in the Crankcase Oil

WALKER MANUFACTURING COMPANY OF WISCONSIN
RACINE, WISCONSIN
OIL FILTERS • EXHAUST SILENCERS • JACKS

Want more facts? Use Reader Service Card Page 106

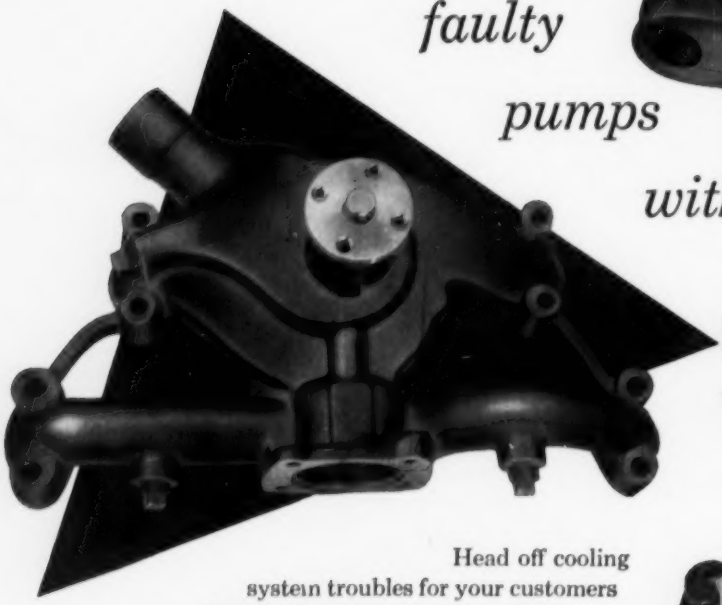
Now's the time...

to replace

faulty

pumps

with



PERMITE

WATER PUMPS

Head off cooling system troubles for your customers by installing new Permite Water Pumps, now.

Permite Water Pumps, like all Permite Parts, are built to the highest engineering standards by a basic manufacturer, a leading supplier to car and truck manufacturers.

Availability? You betcha! Permite has the most complete line of water pumps available to the automotive service market. You can get the pumps you need from your nearby Permite Distributor—quickly!

ALUMINUM INDUSTRIES INC., Cincinnati 11, Ohio

original equipment

Permite parts

the complete motor and chassis line

12 VOLT CHARGING IS NOW A MUST

HEYER 6/12 VOLT FAST CHARGERS OFFER MOST

The time is here when you *must* be able to service 12 volt batteries. You can't afford to turn customers away! Buy a new HEYER 6/12 VOLT FAST CHARGER NOW . . . it's the best buy today and here's why:

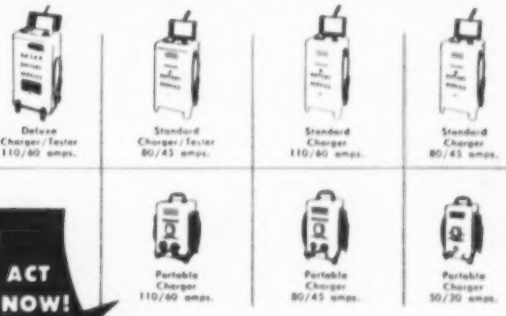
FREE $28.95 PREMIUM . . .

goes with each charger (for a limited time only). Plastic Battery Super-Salesman, with 4½" diameter OCV meter, tests battery condition, sells recharges and regulators. Includes 2 qt. water reservoir and filler syringe.

TRADE-INS UP TO $75.00 will be made, depending on model you buy and condition of old charger.

SAFE FAST CHARGING is automatically assured with the new Heyer unbreakable "Thermo-Sensing" charge control unit.

PRICES START AT $72.50 . . . 8 MODELS – all 6/12 volt



ACT NOW!

Heyer Industries Incorporated, Belleville 9, New Jersey

Please have your representative give us full details about your TRADE-IN and PREMIUM PLAN.

NAME _____

ADDRESS _____

CITY _____ STATE _____

HEYER

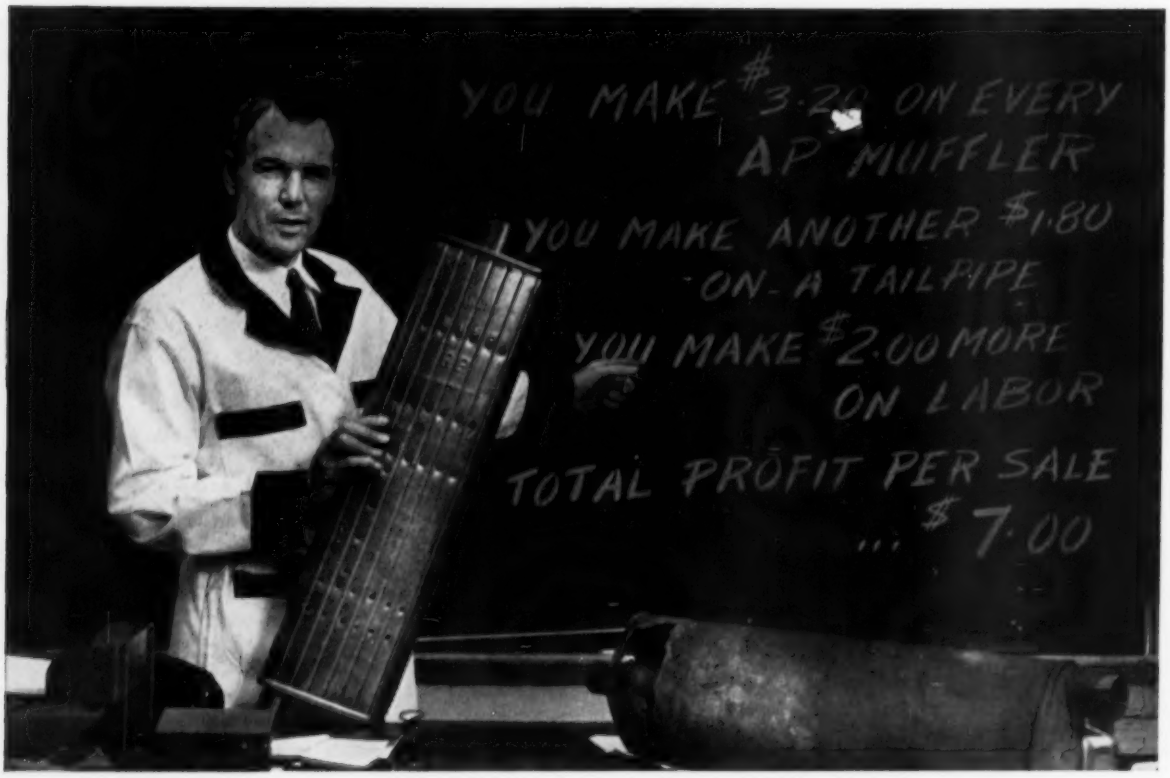
WORLD'S LARGEST MANUFACTURER OF FAST BATTERY CHARGERS

Sold by leading Distributors everywhere

Want more facts? Use Reader Service Card Page 106

BECOME AN AP® MUFFLER SPECIALIST

A quick, easy operation with

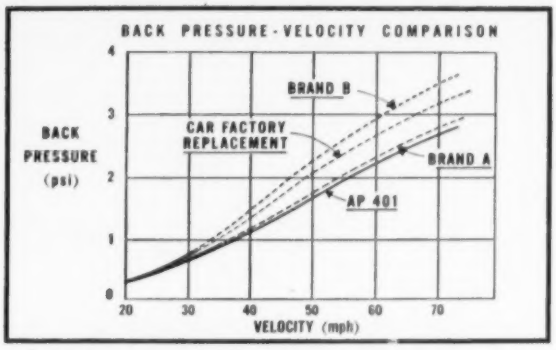


AP Muffler Specialists are making big profits today by helping their customers get the most out of modern high-powered engines. You can do the same thing. All it requires is registration with your AP wholesaler, a minimum basic stock, and the determination to take a look at the muffler on every car that comes into your shop. If you do this systematically, you should be able to make at least 6 extra sales a week for the next 50 weeks—a total of $2100 extra profit. You'll find that 3 out of every 10 cars you service need a muffler or a pipe or both. And this is the kind of business that doesn't tie your shop up, because the average muffler replacement job can be handled in half an hour or less.

And when you install AP mufflers, you know you are giving your customers not just a silencer, but a muffler that will enable them to get all the horsepower they paid for, better gasoline mileage, faster pick-up and ⅓ longer life.

The chart makes plain how the AP muffler for a popular low-priced car stacks up against competition with respect to back pressure. This is typical of every muffler in the AP line.

Ask your jobber to show you the AP "Inside Story." It's an eye-opener that you should be sure to see.

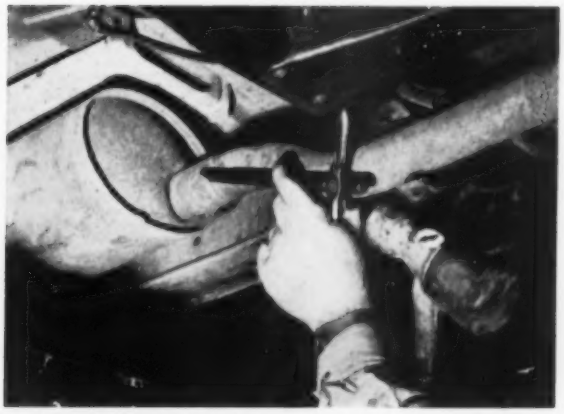


Low back-pressure in AP mufflers is clearly indicated in this chart of competitive tests with three other leading brands—one of a series that showed the AP muffler ahead every time.

AP BETTER-BREATHING MUFFLERS—DESIGNED FOR TODAY'S

AND MAKE OVER $2000 EXTRA A YEAR

fast turnover, high profit



Easier and faster with AP's time-tested muffler removal tool. Cuts down average installation to 26 minutes. Tool is available from your jobber at $2.50—or free with basic muffler assortment.

Mobile merchandiser of basic muffler stock has good display value and can be quickly and easily moved in and out on its wheeled rack. At no extra cost with a minimum $60 stock order.

All the sales helps you need from AP

Your initial sales package will include a poster, a post card, an inspection tag, a decalcomania, classified ads, a catalog, and price sheets. Then AP mails direct to you a constant flow of additional sales aids and up-to-date price and catalog data.

Ads like this full-pager will be read by hundreds of *your customers and prospects*. They'll look for the sign of the AP Muffler Specialist.

THIS FREE SIGN IDENTIFIES YOU

Put it up where it will be seen. Let everyone know you are ready, willing and able to do the best muffler work in town.

THE AP PARTS CORPORATION
9-V AP Building, Toledo 1, Ohio
Mufflers and Pipes • Miracle Power • dgf 123

BETTER-BREATHING ENGINES

Best way to handle *all these bearing jobs!*

●Use Monmouth* bearings. There's a Monmouth Micro* or Clevite* 77 bearing to fit every type of vehicle shown here. And since Monmouth quality bearings are made by the same men, in the same plants as most of the original equipment, you'll have no installation problems and the bearings will last longer.

Don't miss any profits. Your nearby NAPA jobber offers service on a complete line of Monmouth engine bearings. Give him a call. Ask for the bearings in the orange and blue box.

*The words Monmouth, Clevite and Micro are registered trade marks of Clevite Corporation.

Monmouth

TRADE MARK

ENGINE BEARINGS

Clevite Service
The Cleveland Graphite Bronze Co.
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GET IT FROM YOUR JOBBER

SOUTHERN AUTOMOTIVE JOURNAL

SEPTEMBER, 1955

Shop capacity has had to be expanded four times since World War II. Newest addition is body shop across street.

Big Volume in a Small Town

By Donley Lukens

EVERYBODY at Gaddy Motor Co., Inc., sells service. Last year they sold $329,901.43 worth of it.

This is more than $65 dollar worth of service for every man, woman and child in North Wilkesboro, N. C. A New York City or Chicago car dealer would have to sell over $514 million or $234 million, respectively, to equal this per capita record.

Obviously they have to draw service customers from a broad area and for many makes of cars other than Chevrolet and Buick, for which they hold the franchise.

It has taken 20 years' consistent, sound merchandising, backed by above-average workmanship, well-equipped shops and the kind of reliability that builds public confidence.

The service merchandising program has its roots in the service department itself. From there it spreads through all branches of the business. Its most distinctive feature is the skill with which the traditional technique of the successful small-town merchant has been applied to a strictly service operation.

Like a good country store, and in direct contrast to most shops large enough to employ 36 people, it keeps its sales on a purely personal level. Customers are taken into the shop and introduced to the mechanics who work on their car, and the mechanic is encouraged to develop his own following.

Haggie Faw, who is largely responsible for the present high volume of service sales, thinks this close personal relationship between customers and mechanics is the most important single factor in the success of the service merchandising program. Faw, recently promoted to general sales manager, was service manager for 12 years.

"It works to our advantage in several ways," he says. "The mechanic takes more pride in his work, and does a better job, because he knows the customer will credit him for good work, or blame him for a sloppy job.

"Once we have introduced them, we walk off and let them talk alone.

"The customer has more confidence in what the mechanic tells him when none of the bosses is listening than he has in anything the service manager may tell him. He is getting it right from the man who worked on the car and knows what he is talking about."

Many additional service sales are made by mechanics talking to customers when they call for their cars. The mechanic tells them what needs to be done, either immediately or in the near future, and the customer often has that work done.

Another advantage is that if, after the customer has driven his car, he feels anything is amiss, he will usually go back directly to the mechanic.

Since all repair jobs are inspected and road-tested by either the shop foreman or service manager before delivery, a word of explanation is all that is needed to satisfy most customers. If there is any real trouble, the mechanic is given wide latitude in making an adjustment. Such adjustments have to be approved by the service manager, but the company policy is to back the mechanic to the limit. Faw can't remember the last time he failed to accept the me-

Betty Wood's title is dispatcher, but her multiple duties include a little of everything. An inter-com keeps her in touch with the shop.

chanic's recommendation, " . . . . if I ever did."

When a customer requests that a certain mechanic work on his car, he is taken directly to the mechanic and left. Selling the work is then up to the mechanic. If he wants help from "Bill" Gilbert, who succeeded Faw as service manager, or Millard Shew, shop foreman, he can call them. If not, he handles it alone.

Customers are also urged to make appointments to have their favorite mechanic work on their car.

Experience has shown this plan has three advantages:

First, customers are not disappointed by bringing their cars in and finding a dozen jobs ahead of them. Second, it makes it easier to schedule work through the shop. Third, comments of customers show they feel they are getting special personal attention.

All appointments are handled through Miss Betty Wood, in charge of the service department office. Her multiple duties include telephone receptionist for the department, dispatcher, coordinator and general secretary to practically everyone in the department, plus the usual service department routine.

"If we ever lose her, I am going to quit," says Gilbert.

Miss Wood receives the customer's call, checks the appointment book on her desk to see if the time requested is free, then double checks with the mechanic by means of an inter-com system which enables her to contact anyone in the shop at any time. If the requested time is free she makes and schedules the appointment. If not, she makes an appointment at some other time convenient to the customer.

At the same time Miss Wood makes the appointment she finds out when and where the car is to be picked up. If the appointment is several days in advance, she will remind the customer of it again and be sure he still wants that particular time. She dispatches a pick-up boy for the car at the appointed time and later checks with the mechanic to be sure it will be ready to return to the customer at the time promised. If for any reason extra time will be needed, she notifies the customer so he can plan accordingly.

Customers who bring their own cars in are asked to go with the service manager or shop foreman for a road check before the order is written up. These road checks pay off handsomely in terms of extra service sales.

A regular follow-up system is used to hold service department customers and keep them coming in regularly. The general office keeps the files for this, addresses and mails the follow-up pieces and handles the other routine. The

(Continued on page 82)

Service Manager W. A. "Bill" Gilbert or his assistant check and road-test every repair job done by the 36-man shop prior to its delivery.

Service Manager T. M. Horsfall stands beside the mobile filing system that solved repair order filing. It is mobile for convenience and for movement to warm quarters for the winter. Note the rack seen on top.

—By—
Baron Creager
Southwestern Editor

Repair Orders Can't Hide in His Files

In the Bale Chevrolet Co., in Little Rock, Ark., the problem of what to do with customer repair orders so they will be handy for quick reference has been solved by T. M. Horsfall, service manager, to his satisfaction.

They use three sets of ordinary, letter-size filing cabinets for a total of 12 drawers, all of which are in constant use by this system. The cabinets are grouped compactly on a wooden frame and the entire assembly can be moved about the service floor with comparative ease by means of casters mounted on the frame.

Bale Chevrolet runs about 5,000 tickets a month and two drawers are required for one month's supply. Therefore, the 12 drawers will contain a six-months' supply of repair orders.

"We don't keep repair orders more than six months because they are of very little value at that age," Horsfall said.

"So, at the end of June, for example, we cleaned out all the January tickets and threw them away. In the two drawers from which we took January tickets, we started the July file. At the end of July we threw out the February tickets, and so on.

"We don't attempt to keep repair tickets in chronological order. We file them alphabetically for each month, using the manila filing folders over and over as long as they will last.

"However, we do break down the alphabet into rather small subdivisions and by doing so we make it rather simple to find an individual repair order in a minimum of time."

How the alphabet is broken down to simplify location of a specific repair order may be illustrated by examination of the "E" section.

Individual folders are labeled "EJ to EM," "EM to EP" and "EP to ES." In the latter category would be found, naturally, the name of "Erwin." And it will be noted that for each folder there are only a very few combinations of the first and second letters in a name.

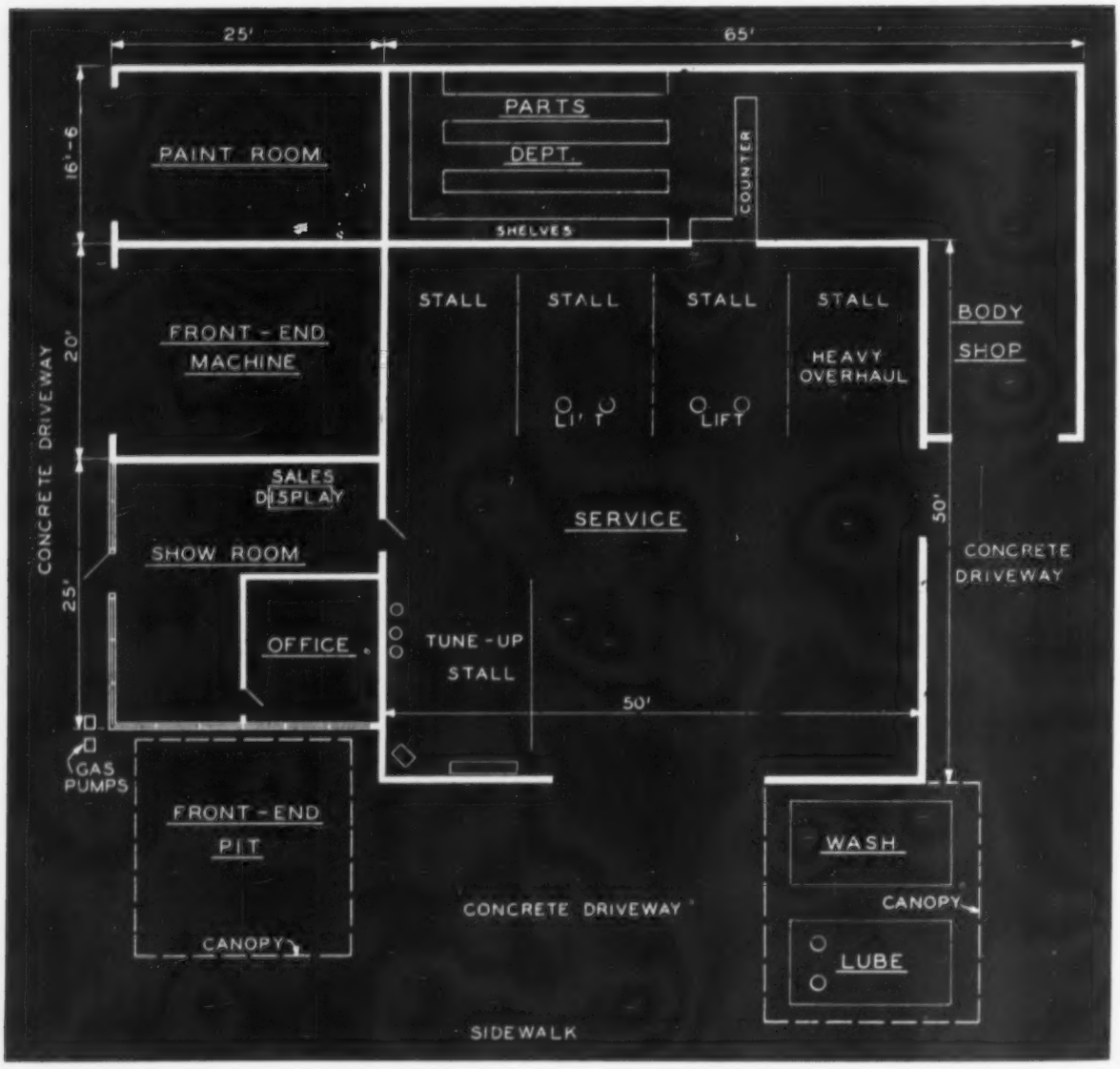
In the first category mentioned above—"EJ to EM"—few names are found beginning in "EJ," thus leaving only names such as "Eklund," "Elbert," "Elston" and "Emerson." On the other hand, names such as "Emry" might be filed in the next, or "EM to EP" category, but the niceties of drawing this fine line on alphabetical

(Continued on page 84)

Service Salesman Byron Rollins usually can file a day's repair orders in 15 minutes. Rack devised by Rollins holds orders in handy position.

Garage Modernizing Pays Off

Resuming a popular series on practical and efficient building layouts of garages.



—By—
C. Thomas

VOLUME has climbed 26.8% since Cecil Ward remodeled his Ward-Goff Garage at El Paso, Texas.

The changes were designed to equip the shop better for faster customer service, eliminating bottlenecks and bringing in the use of new, time-saving equipment.

"Our changes have permitted us to hold our regular customers who are efficiency-conscious," Ward commented.

The present layout permits direct drive-in to all departments, with the exception of the tune-up stall.

To begin with, the main department, 50′ by 50′, remains the center of things, with built-on space for the body shop, the parts department, the paint shop and the front-end department, plus an office. As complex as this all sounds, one doesn't need a Chinese guide to conduct the three-dollar tour.

In the remodeling, two twin-post lifts were installed in the service department.

"We just discarded our several, fairly new heavy jacks," Ward said. "In our operation we never wear out tools or equipment. They become obsolete before they wear out."

According to him, new tools and new equipment have as much, or more, merchandising value than utility value.

"Today's customers expect to find their regular garage as fully and modernly equipped as their dealer's service department. This conveys the impression the garage operator is as up-to-date in his thinking as any automobile dealer."

And as practically all work is on a flat-rate basis, new equipment is a must if the independent garageman intends to remain competitive and still show a net profit.

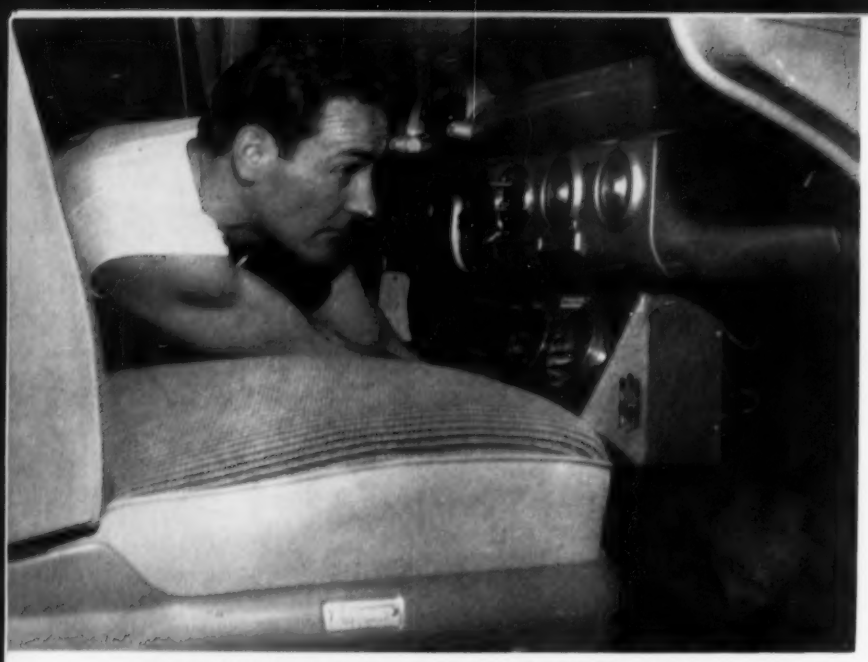
"Work never comes in as it should," Ward explained. "It staggers in in such a manner it poses a complex problem. And to handle this with the least amount of grief, direct drive-in is the only answer."

Top: This side view shows location of the outside front-end pit. Glass-enclosed office is just behind it. Main service entrance is at right. Middle: Cars drive directly onto these lifts. Car at right is in the major overhaul department. Parts counter is behind these cars. Parts inventory at this garage usually involves outlay of about $15,000. Above: Looking to the customer exit from inside the 50′ by 50′ shop. Note chain hoist and how the door is used to advantage. The welding equipment, in entrance to body shop, shows equipment-consciousness.

There's a two-drive lane leading into the service garage. These lead directly on to the two stalls with lifts. Here brake and underneath-the-car work is done. Immediately to the right is a stall reserved exclusively for major overhaul. The stall to the far left is reserved for transmission work. Immediately inside and to the left of the two-lane driveway is a stall reserved for tune-ups.

The four stalls running straight across the service department are 20′ inside the entrance. This allows customers to drive in and park without disturbing cars being

(Continued on page 86)



Air-conditioning jobs have been installed at this Alabama garage in January! Here Hugh Gainer, who attended air-conditioning schools in Dallas, Texas, and Oklahoma City, installs another job for Daidone.

This Shop Is Hot on Air Conditioning

By Wendell Givens

THE relatively new field of automotive air conditioning can be profitable for the small, independent garage, reports Sam Daidone Auto Service, Birmingham, Ala.

The Daidone company, owned and operated by Sam Daidone, has built a successful air-conditioning trade in less than two years by training a mechanic especially for that department and by adequately advertising the service.

By mid-July, the Daidone garage already had installed 40 air-conditioning units this year, and expected to double that figure by the year's end.

"We got into air conditioning almost by accident," Daidone said. "We had a couple of requests for units early in 1954. After we installed them, word got around and by the middle of the summer, one mechanic was working almost full time on air conditioning.

"Then we began to get occasional requests by dealers for installation jobs. All told, we sold and installed about 20 units last year.

"It was obvious automobile air conditioning was catching on. And since it's a field in which the small, independent garage can successfully compete, we decided to go after the business.

"First, of course, there was the proper training. Our service staff generally stays at about seven men. So we decided to have one man specialize in air conditioning.

"Last January we sent Hugh Gainer, our service manager, to a school in Dallas. Then in April we sent him to a school in Oklahoma City.

By mid-July the shop which ran this ad had installed 40 units.

"At each school, lasting a week, he received thorough instruction in the make-up of the respective units, how to install them, how to spot troubles and how to correct them. With some previous experience in this department, Gainer was now fully qualified. And he has done all our air-conditioning work since then."

Next, there was the question of attracting the business. Last year the Daidone shop did limited newspaper and radio advertising.

This year Daidone expanded his advertising with several attractive newspaper displays, frequent radio spots and by direct mail, factory-prepared.

"Actually, however," Daidone commented, "our best advertising was by word of mouth. With automobile air conditioning still sort of a novelty, our customers quickly attracted more prospects. Word got around in a hurry, and with a mechanic especially trained for the work, we had a head start over practically all other independent garages and over most dealers. In fact, we're still doing quite a few installations for dealers."

Air-conditioning units at Daidone range from $399 to $595, installed. Adapter kits are available for transferring units from one make car to another.

Installation of small units usually requires about six to seven hours; larger units, up to a day and a half, as Gainer is occasionally interrupted to lend a hand on emergency work.

Sam Daidone watches his air-conditioning specialist, Hugh Gainer, install a unit. The shop first handled such jobs two years ago.

Daidone feels that his shop will increase its air-conditioning business even more next year.

"We're in on the ground floor with proper training and a lot of business," he said. "We had a very few minor complaints last year, most of them because of belt slippage. That was eliminated this year with a new steel cable belt, and we haven't had a single service complaint all summer.

"Automobile air conditioning is catching on fast, especially with such groups as traveling salesmen. And fortunately it's not just a summertime business. We had some jobs back in January, and that helps, spreading it out the year 'round.

"We plan to stay right on top of the latest in air conditioning by sending our man to every school available."

Sam Daidone Auto Service is one of the oldest independent garages in the South. Daidone has been in business 30 years. Four years ago he moved into his present shop, a one-story brick structure on Birmingham's Southside. The shop has about 5,000 square feet of floor space.

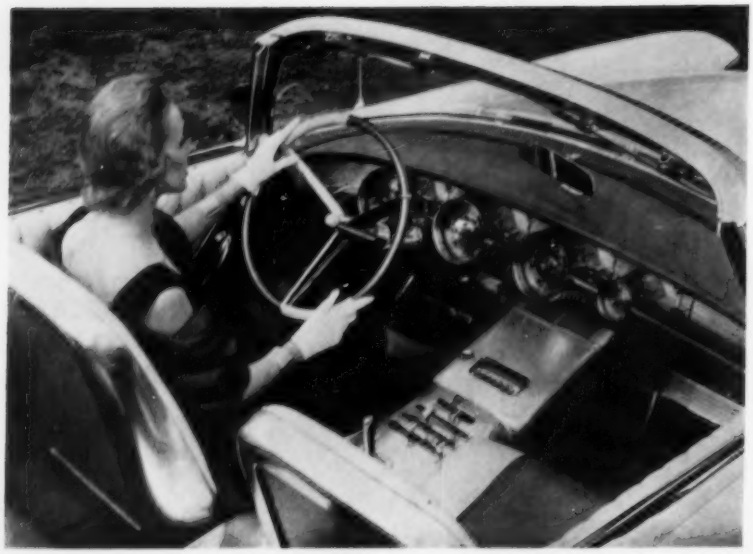
The Daidone garage specializes in Buick and Cadillac service.

For those persons interested in the weather as a topic of conversation, they might consider recently published reports by the experts which say that the glaciers in the Far North are receding as North America's average temperature slowly has risen.

It's true that the South is getting slightly warmer—a degree or two—by virtue of the fact that the winters are slowly becoming less rugged. That means a gradually lengthening period each year when an air conditioner will come in handy.

There are continuing reports that a combination air conditioner and heater costing less than $275 will be available before another year or so.

Both of these factors mean that a new, expanding market is coming.



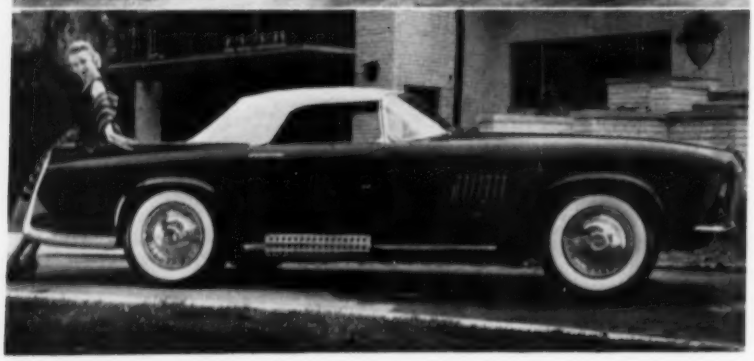
The interior of Chrysler's Flight Sweep I features a between-the-seats electrical console controlling heater, turn signals, radio and PowerFlite automatic transmission selector. The seats, which are separately adjustable, are leather upholstered, as are doors and instrument panel.

"Idea" Cars by Chrysler

Not manufactured for public sale, "idea" cars act as yardsticks for popular acceptance. The experimental features which are successful may be employed in future production models.

The Flight Sweep I, a sports type designed to suit American tastes, has a wedge-like silhouette, also apparent in racing cars. The windshield slopes at a 56° angle and upswept rear fenders and taillights form into a trailing-fin motif. Over-all length, width and height are: 207", 70⅜" and 53½". They have a wheelbase of 120". PowerFlite automatic transmission, coaxial power steering, safety power brakes and electric window lifts are featured.

Flight Sweep II is a hardtop companion to the four-passenger sports convertible, Flight Sweep I, made to compare hardtop and convertible styling on the same basic body form. Built on a modified production chassis, the front fenders, cowl and body are welded to the frame so the body lines have no seams or joints. Turn indicator lights are beneath the headlights to unify the front-end and to visually join headlights and bumpers. The engines are Chrysler V-8's with hemispherical combustion chambers.



The Falcon, a two-passenger sports roadster, is built on a 105" wheelbase, is 51⅛" high and 182" long. Externally mounted dual exhaust systems and fender louvers underline its feeling of power while its "forward look" is emphasized by a wide-horizon windshield, sloping front fenders and hood, upswept rear fenders and angled rear fender back guards. A folding top-well lid covers the top well. The release button is in the cockpit. Its interior styling features concave inner door panels and individually adjusted bucket seats.

From the counter this is customer's view of parts bins. Girl is seated on stool taking inventory.

Parts Bins--with Daylight

By Baron Creager
Southwestern Editor

WHEN the Prescott Motor Co. moved into a new home fronting the highway in Prescott, Ark., the parts department of this Ford dealership took on a new look.

There are four principal entrances to the dealership and anyone entering at any one of the four points can see completely across the parts department. The parts manager, unless he is bending momentarily at his work, is immediately aware if a customer approaches the parts counter. No more customers waiting impatiently at the counter because the parts man is back among the tall bins and doesn't know the customer is there.

All the parts bins are "shorty" bins, only 3½′ high. This effect was realized simply by cutting the previously-used, seven-foot bin sections in half.

Manager R. F. "Bob" Yarborough can now sit in his office and see what's going on throughout the entire dealership, including the parts department.

"It used to be that I could sit in my office and be annoyed by the presence of a customer at the parts counter and no one to wait on him," Yarborough explained.

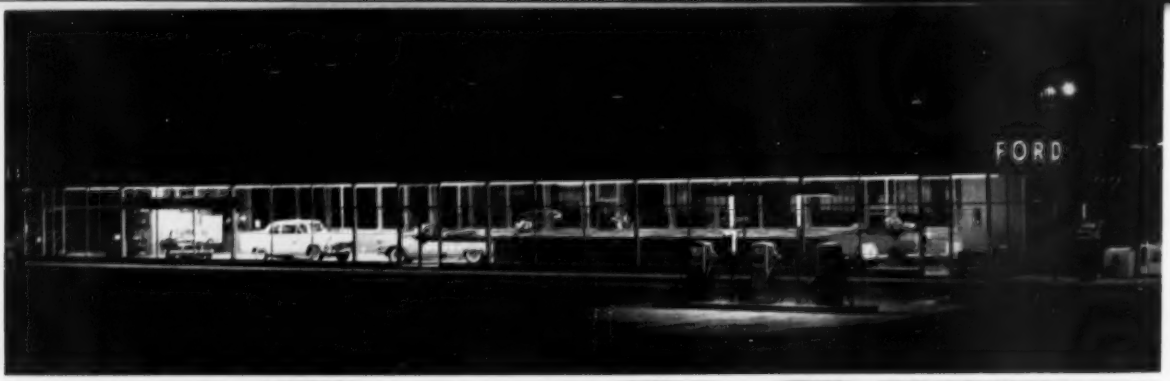
Manager Yarborough of this Ford franchise and his "shorty" bins.

"The parts man was back among those tall bins and, being busy with his work, didn't stop to move occasionally to a position from where he could determine if a customer was waiting.

"Now, all of us can see all over the place. The parts manager can be at work any place in his department, yet see all over it. The rest of us can see in, too, making it possible to shift personnel rapidly when needed from one section of the dealership to another.

"It is a cleaner parts department now. No dark aisles back there where miscellany can accumulate and where dirt is also allowed to collect simply because it is out of sight of customers. No remote corners to which to assign pure junk that gets in the way.

"And there's more light and better light. We like it fine and the parts manager likes it much better. He says he was forever tearing and obliterating labels on the bins when he had to climb for a part. In climbing around on seven-foot bins a man can't be so particular about where he grabs with



Top: Night view with parts department and waiting room behind pumps. Above: Daytime view.

his hands or plants his feet."

Yarborough thinks, too, that a retail automobile agency should have the appearance of a retail establishment. In most automobile agencies, he points out, the offices of principals in the establishment are usually so far back and isolated that the customer doesn't get a favorable impression.

"Thought if I put myself out where everyone could see me and where I could see all over the dealership, we might get more business."

By last June he couldn't say that this theory had produced more over-all business for the dealership. But he did know that parts business was up since the move and installation of short bins. The percentage increase had not been established, but Yarborough is convinced there will be continued strength in the parts department, merely because short bins mean better service.

Twin, sheet metal buildings of the Prescott Motor Co. afford a total operation base 80′ by 140′ for 11,200 square feet. The parts department is 40 by 70 for 2,800 square feet. Through a physical reorganization of the parts department, it was possible to get the entire parts stock within the same space previously used with seven-foot bins.

Cutting the bin sections in half the long way was done in the shop with a cutting tool purchased for $35, but it had been previously determined that there was need in the shop for such a cutting tool, so that cost has been salvaged.

After the bins were in place they were covered with a good grade of linoleum, which provides a good writing surface. Edges are bound with stainless steel molding. Chrome had been tried out for this purpose, but it developed slight burrs on the edges, from contact with moving merchandise, so stainless steel was made standard.

Since the idea of the short bins has proved itself, Yarborough has been visited by a number of dealers of comparable size and has received mail requests for details down to layout. And Ford Motor Co. thought so much of the idea it had pictures made, ostensibly for use in a Ford publication.

"This mechanic doesn't like to bring up last week's argument again, but will you agree with him now and let him put new brakes on your automobile, dear?"

Tombstones and Mites Know This Garage

SHOP operators plagued with rising overhead and not enough increase in repair volume may want to consider:

Cleaning and disinfecting dairy barns,

Cleaning tombstones,

Cleaning grease from automotive shop floors,

Cleaning walls, floors and machinery of whatever industry happens to be in their communities.

The suggestions do not come from a garageman who wants to get out of the garage business. They come from one of the biggest garage operators—and who's glad he is—in North Carolina.

R. G. Monteath, Jr., is probably the biggest garage operator in western North Carolina, with facilities possibly unrivaled for many miles around Asheville, N. C., where he operates Monteath's Gulf Service and two garages which are fed by a fleet of radio-controlled wreckers.

He has been doing motor and chassis cleaning work for ten years, so it was a natural for him to buy a heavy-duty steamcleaning machine some years ago.

His latest machine cost him $1,400. It's the industrial type which maintains 120 pounds pressure.

The other day his crew worked for five days cleaning and disinfecting a large dairy barn near Asheville. The job brought Monteath—a garageman for the last 13 years—a cool $400.

The driver of the panel (which pulls the cleaner trailer) and his helper do all sorts of work. The charge is $8 an hour for their time, which makes an ordinary-size tombstone-cleaning job run about $15, including transit time. If sandblasting were used, it would cost the customer around $50, Monteath figures. One person has a grave cleaned; others have ordered it after seeing the pleasing results.

Cleaning and disinfecting poultry houses has been a good deal also for this work, as it can be handled between automotive jobs in one of the two garage buildings. Mites don't stand a chance when the steam (including an insecticide) hits them.

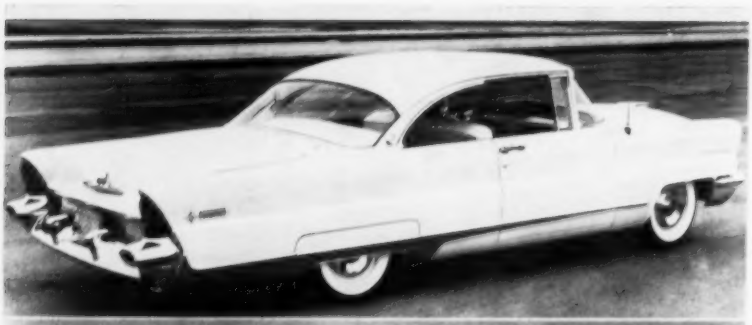
Paint-stripping of metal has been another sideline, made possible by adding a chemical. (Frequently the representative of a chemical firm goes out on a call to enable Monteath to quote an accurate figure and at the same time to advise him on the best method of doing whatever job comes up.)

"We have found all this business very profitable," he said. "It's true also that when this equipment is sitting around idle it does not cost us a lot of money because often we use it at one of our garages when it is not out on some other kind of job anyway."

Mills and factories are often the

(Continued on page 86)

This fleet helps feed the two busy Monteath shops in Asheville, N. C.



Top: The Premiere's over-all length of 18½' is more than 7" longer, and it is 2½" lower than the 1955 Lincoln. The V-8 engine with 9-to-1 compression ratio has a torque rating of 401 foot pounds — highest of any American car. Note how Lincoln's familiar taillights were blended with the jet-pod bumper guards, which double as exhaust outlets. Above: The 1956 Capri. Power steering and automatic transmission are standard.

For a report on safety features and the new carburetor air intake system, turn to page 62.

The All-New Lincoln

THE 1956 Lincoln Premiere and Lincoln Capri appeared this month with their V-8 powerplant which develops 285hp at 4600 rpm. They were the first '56 models to make their debut.

This V-8 is an advanced low-friction, short-stroke design developing 60hp above the 1955 model. To take advantage of improved fuels, it has a compression ratio of 9-to-1 with efficient high - turbulence combustion. At 2,800 rpm, this engine delivers 401 ft. lb. of torque, as compared with 342 ft.-lb. from last year's engine. Displacement is 368 cu. in., up 27 cu. in.

"A clue to the new Lincoln's improved performance may be gained from the fact that its torque rating is the highest in the industry," said the engineers. "Torque rating is important because it is torque-power, not horsepower, which creates driving force at the rear wheels to make possible fast acceleration from standing starts. To produce high torque in an engine there is no substitute for large displacement."

The engine has a new block, crankshaft, camshaft, oil pump and ventilating system. Lincoln's new 12-volt electrical system provides the greater voltage required for this higher compression engine and it provides improved starting under all weather conditions with 50% faster cranking.

The new four-barrel carburetor is an improved successor to the first fully-automatic, four-barrel carburetor pioneered by Lincoln. The two reserve barrels are activated only by the demands of the engine rather than by the accelerator, a fuel economy factor at lower speeds.

The carburetor features a new integral, automatic choke mounted directly on the body of the carburetor which eliminates extra linkage and provides better performance and economy. A new fuel metering system improves specific fuel economy by allowing finer calibration limits.

Increased bore and stroke both contribute to the increased displacement of the new engine. Bore was upped from 3.94" to an even 4" and stroke from 3.5" to 3.66". There also is a new distributor with two control diaphragms to help provide smoother and more efficient operation.

The turbo-drive has a "kick-down" feature which permits shifting into a lower gear ratio for extra acceleration at all speeds below 70 mph. This adds extra performance for a fast getaway (you can stay in low automatically up to 40 mph) or for passing on the highway.

As proof of the excellence of their new engine, Lincoln engineers cited a 14% improvement in the 1956 Lincoln's acceleration performance from 0 to 80 mph over last year's model.

The wheelbase has been increased from 123" to 126" and the over-all length from 215.6" to 222.8". So low that the average person can look down on the top, the new Lincoln is 60.2" in height.

The Lincoln's sharply canted headlamps blend into the hood and horizontally textured grille like the styling of the experimental Lincoln Futura. Parking lights and turn indicators are housed in the upper impact bar of the car's grille.

The new windshield reportedly has more glass area than any other car in Lincoln's field. And through the large, curved rear window, the driver has full rearward vision and can see both rear fender ends as guides for parking.

The Capri series includes a coupe and a four-door sedan, while the Premiere line includes a coupe, a four-door sedan and a convertible. A range of 17 exterior solid colors, 35 two-tone colors and 29 interior color and trim combinations provides the widest choice Lincoln has ever offered.

A new feature is the mounting of power window lift control switches in the extension of the instrument panel convenient to the driver's left hand.

Lincoln's new "travel-tuner" radio has "town" and "country" switch bars which tune in either direction automatically. Front and rear speakers can be individually controlled and an electrically powered antenna can be raised or lowered from inside the car.

A Veteran Says:

We Oldtime Dealers Are Out of Step

By JOHN I. PANCAKE
Pancake Chevrolet, Inc., Romney, W. Va.

I HAVE been thinking of the role of the small automobile dealer in the community, the problems confronting him in a small town and his relationship to the factory, his employees and his customers.

As a small-town dealer for over 30 years who has witnessed lean and lush times, I believe we dealers avoid taking an honest and objective look at ourselves and place blame for our troubles on everybody but ourselves. Stiffer times call for greater exertion, more imagination, more vigorous ideas and more responsible identity with our community.

Are we oldtime dealers equal to it? Not always.

We blame our troubles on payroll, complain that our selling force have become so accustomed to order-taking that they lack the drive and imagination to sell, gripe about our shop, about the factory, about the demands of our operations. It seems to me it is we who are having a hard time getting back into harness.

As I see it, the first demand on a dealer in a town this size is responsibility to his community and customers. His job is to spend all his time in the front door and service department. Everybody wants to see the dealer; everybody wants to talk to him; it is to him they want to complain. People want to see him on the job. Nobody else will do.

If as a dealer you want to keep your repeat business on which your operation depends, you had better stick around. I know it's tough on a dealer spending eight, ten, 12 hours or more in his place of business six days a week talking to people. But there is no other way of doing it if he wants to hold onto people and retain their good-will. After all, he has known these people all his life and has sold them every car they have driven.

In my opinion, it does not pay leaving his community to sell in some other dealer's territory. Distance becomes too great to retain the personal attention that customers want and are entitled to.

I cannot blame salaries for our overhead costs. Our business in a county where there are 4,000 cars registered required the size plant we now operate with 25 employees in the shop, sales and clerical departments. Our overhead is fixed. Our problems have to be attacked otherwise.

In order to give our customers first-rate service, we've got to have skilled shop personnel who are expert at the product they are working on. We pay our mechanics an hourly flat rate of 40-60, with 60% going to the mechanics. Our top mechanic earns $60 to $65 weekly, average mechanic $55, which is above the running wage in the county. We have no labor turnover problem to contend with.

Our point of attack is increased volume in new and used cars. If we can price used cars low enough, and get the word around through newspaper, radio and direct mail, we can push volume to new gains. We put into a used car whatever is necessary to recondition it for profitable sale.

We have geared our activity to the used-car market with daily sales meetings, weekly advertising of used cars in the local newspapers, and daily half-minute promotion of used cars by radio. We have found that placing an attractive price on used cars in handbills to boxholders brought good results, while omitting the price left people cold.

A weekly film at the theater covering, from week to week, used cars, service, parts, body work, etc., keeps our name before the community throughout the year, but it is difficult to judge to what extent it brings people in.

Now, when dealers reproach young sales personnel for lacking know-how and drive in getting used and new cars sold after years of order-taking, they are just plain wrong. It seems to me the young show more enthusiasm, more ingenuity, more drive to accomplish than we oldtimers. It is we who

(Continued on page 84)

"Don't use my picture. Use this view of my used-car lot. That's what's important today," said this oldtimer.

SOUTHERN JOBBERS *and* FACTORY MEN

Successful Inventory Control

Max Goins is the inventory clerk at Holston Auto Supply. The system in use here enables the Rogersville, Tenn., branch to dovetail its records very simply with the main store in order to maintain a balanced stock.

A DETAILED system of inventory control has simplified this chore at Holston Auto Supply Co., Kingsport, Tenn., and "given us a turnover that is profitable," according to President J. Matthew "Hot Shot" Nelson.

"The method we inaugurated has helped improve our ordering, helped control our inventory and given us a turnover that is profitable and also cut down on the number of lost sales," he said. "We are aware that our system will never completely eliminate some of the problems connected with a perpetual inventory, but we are trying to make ours work as efficiently as possible."

When Holston Auto Supply began operating, a card file system was tried. Due to the many lines and a great variety of parts this system did not work as desired.

About three years ago a loose leaf card system was installed. A complete inventory was taken and posted to the new cards. Due to the versatility of this system the inventory control began to work much better. Some time was needed to get the countermen and salesmen to realize its advantages. Instead of checking the cards to see if a desired item was in stock they would go to the bins. Since the firm occupies three buildings, this took up a lot of time. Gradually they began to rely on the cards and this time was saved.

The stock card is made up to show a column for the date, the amount received, the amount of disbursements and the total in stock. This card also shows the cost, core charge, and the maximum and minimum. There is also a space for the posting of parts ordered. On each card is shown the part number, the suppliers and the part name. The monthly usage is shown in columns provided for this.

The first step in keeping cards is posting the parts from the various suppliers. This is done daily. When the parts are received they are checked in and the packing slip is brought to the office immediately. The packing slip is checked off the order and it is then ready for posting. When an order is made up a copy is filed.

"We have a file set up numbered from one to 30," explained Max Goins, the inventory clerk. "When we mail an order we usually expect shipment within ten days. When the copy is filed it will go in one of the numbered files that is ten days from the date of the order. This file is checked every day and cards requesting shipping date of any order over ten days are mailed. By posting these parts daily we are able to fill our customer's back orders rapidly.

"We have a form for back orders to our customers that fits over the stock card. When an item is back-ordered this form is filled out with the date, the invoice number, the customer's name and address and the part number and quantity. When the item is received this form is given to our shipping department and they make immediate shipment.

"As we post the parts to the card we price the packing slip. This packing slip is held until the invoice is received. It is then attached to the invoice and the quantity, prices, etc., are checked. If there is a difference of cost this is checked and the new cost is shown on the cards.

"After posting the parts received we then begin the operation of

posting the parts sold. This is done daily. We post the parts the same day they are sold. In taking the parts from the card we show the date, the quantity sold and the balance in stock. While posting from the cards we also cost each item. We also pick up all back orders and make the record explained above. This system of posting the cards the same day enables us to tell what we have in stock.

"Most of our ordering is done from the cards. While the parts are being posted from the cards the maximum and minimum are checked. If the stock is at the minimum, a red flag is put on the card."

Line Ordered by a Day

Each line is ordered on a certain day of the week. On the day a line is due to be ordered, the cards are checked and all with red flags are ordered. By ordering weekly the stock is kept up and overstocking is eliminated. Each day several special orders are sent to suppliers. These usually cover special items for customers. All stock orders are posted to cards. When the order is made, the date, order number and quantity are shown on the card. When the order is received a check mark is placed by this order number to indicate that the order is completed.

New cards are also made on all new items the day they are ordered. These are promptly put in the file as a record of all items on order. In setting up this system of ordering the maximum and minimum are based on a 90-day period. When the stock falls to the minimum, the card is flagged. In figuring the quantity to be ordered the shipping time, weight and other factors are considered.

Said Goins:

"Our Rogersville branch store does most of this ordering through us. We have a special form for this purpose. They keep their own inventory records on order from us from their cards. The form used for this purpose is made out in triplicate. As the parts are removed from their stock, they list them on this form. This is done daily. At the end of each day they bring this form to Kingsport. Our shipping department treats it as they would an order from a customer. They fill all that can be pulled from stock and the ones not shipped are back-ordered.

"The third sheet of this form is used as a packing slip. It is included with the parts. The other two sheets are sent to the office. Here they are posted to the cards and priced. The second sheet is then sent to Rogersville so the cost on their cards can be corrected. The original is retained in the office to make the charges to the branch store. This procedure is done daily so our branch store can keep their cards up to date.

"In our operation we use several forms that save us a great deal of time. One such form is included in the front of each major line. On this form we have the supplier's name, address, telephone number, freight policy and shipping route. We also have the obsolescence policy shown on this form. The manufacturer's representative or salesman's name, telephone number and address are also shown.

"Another form we use is one to keep track of items sold that carry a functional allowance. On this form we show the customer's name, invoice number that parts are billed on, total cost of parts and parts sold. We list this information daily and a complete report is filled out at the end of the month. A copy of this report is filed and when the credit covering it is received, a notation is made on this copy of the credit memo number and the total amount of credit allowed."

Tallahassee Trade Signs For CAS Money Plan

The Certified Automotive Service plan of financing repairs got away to a good start in Tallahassee, Fla., recently when 53 garage and body shop owners gathered to enjoy a chicken dinner given by Tallahassee jobbers and to hear the CAS story presented by Charles H. "Chuck" Davis, executive secretary of the Florida Automotive Wholesalers Association.

Approximately one-third of those present signed up for franchises and advertising kits immediately after the meeting, while it was evident that most, if not all, would follow suit.

A group photograph of those in attendance was taken and will be used in the Tallahassee papers as publicity in connection with the advertising campaign beginning at once.

Jobbers sponsoring this latest addition to the CAS movement were: Baker-Alford Co., Genuine Auto Parts Co., Keenan Auto Parts Co., Lawson Auto Parts, Southern Auto & Welding and Tallahassee Auto Parts.

Henry Clark to Direct Sales for Shurhit

Henry S. Clark of Atlanta, Ga., has been appointed vice-president and director of sales for Shurhit Products, Inc., Waukegan, Ill., according to E. A. Harrington, president and general manager of the ignition manufacturing firm.

The appointment was the culmination of 23 years of continuous service for Clark, starting in 1923

Vice-President Clark

when he began as the company's first regional representative in the Southeast.

Because of his numerous activities on behalf of various service organizations, he enjoys a wide acquaintance in jobber circles. He is past president of the Automotive Booster Club International and of Booster Club B-6 of Atlanta and holds honorary memberships in six other Booster clubs throughout the country. He has served both as a director and vice-president of the Southeast Automotive Show and has played an active role in numerous local and national committees on matters related to the automotive replacement parts field.

AAR Names Phil Boehm

The Southeast regional group of Automotive Affiliated Representatives has elected Phil Boehm of Atlanta as director, succeeding Henry S. Clark, The Henry S. Clark Co., who has accepted a position with Shurhit Products, Inc., Waukegan, Ill. C. Y. "Doc" Strausz is co-director.

"**Myles Tillotson**, a city salesman, is now our service manager," reported **T. R. Garrison**, manager, **Spartan Automotive Service**, Spartanburg, S. C.

91% Report Sales Ahead of 1954; Record Volume Reported by Some

SALES volume continued to roll merrily ahead of last year's comparable figures in reports from a questionnaire directed last month to 350 wholesalers over the South and Southwest.

Ninety-one per cent said their sales were up the first seven months of 1955, with some as much as 30%. Fifty-five per cent of this group listed sales gains of 10% or more.

Two per cent said volume was the same, while 7% listed generally light downturns.

In the latter category was a Floridian who reported a drop of 10% and commented, "We have one less salesman this year." Another, whose drop was 1%, attributed it to "highway construction and loss of some jobber distribution which had a low percentage of profit."

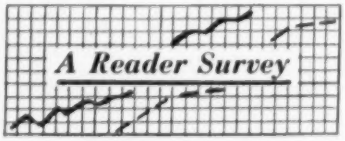
A third on the "off" side was down 2.3%, but he observed, "We expect fall business to result in a 5% increase by the year's end. The latter, like the No. 2 man, was situated in Texas.

An Oklahoman, with a climb of 11% this year, sounded the keynote of the bright reports. Said he:

"October of 1954 was the best month we had had since starting business in 1939. June of 1955 nearly reached October, 1954. July of 1955 was the biggest single month in our history.

"Each month of 1955 has beaten the same month for 1954. The outlook is very, very good, we think."

The top increase report of 30% came from southwestern Virginia. A Baltimore, Md., house listed a



gain of 25% and a Missourian reported 20%, the same figure listed by one Houston, Texas, executive.

The "up" reports came from virtually every area of the South and Southwest.

One Floridian whose sales were up 16% added the further information, "General business is better."

A North Carolinian whose volume already was up by 17.8% asserted additionally, "We are expecting a good year."

A Kansan was up by 5½%. Said he:

"Had a nice increase until June knocked us back, but even with lack of crops locally it looks like a good year and we should end with approximately 5 to 7% increase for the year."

A small-town Maryland firm's volume was up 3%. Its fiscal year ended June 30 "shows the largest sale of auto parts in our history," the president said.

Collections remained spotty, with ups and downs varying over the territory. Net profit for some continued to be a headache.

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United Motors Service Division of General Motors Corp., has appointed Van R. Carden as assistant zone manager in Memphis, Tenn., Edward L. Lape, general sales manager, announced. Carden has been supervisor of special representatives in the Atlanta, Ga., zone since 1954. He succeeds H. G. Landers, who was made manager of the Jacksonville, Fla., zone.

Laffer Succeeds Myers As Clevite President

CLEVITE Corp. has named William G. Laffer, formerly president of The Cleveland Graphite Bronze Co., as president to succeed James L. Myers, who is retiring to devote full time to his position as chairman of the board.

Willard W. Brown, formerly vice-president-marketing for Clevite, succeeds Laffer as president of Cleveland Graphite Bronze Division.

Price Battery Corp., Hamburg, Pa., has named A. A. "Jack" Manchester (top) as general manager of Monark Battery Co., Wapakoneta, Ohio, W. F. Price, president, announced. John R. Sheen (bottom) has been named district manager of Price's Virginia, North Carolina and South Carolina territories. Sheen was formerly general sales manager of the automotive battery division of Thomas A. Edison, Inc.

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Alabamian Buys Day Firm For Branch in Selma

MOTOR Service & Supply Co., Andalusia, Ala., has bought Day Motor and Supply Co., Selma, Ala., for a branch store, Truman Southwell, partner, announced.

The Selma firm will continue operation under the same name. J. E. Rae, assisted by D. D. Schnepp, will manage the branch.

Grandpa McLean Is Happy

Floyd C. McLean of McLean Auto Supply Co., Laurinburg, N. C., became a grandfather last month and he and Mrs. McLean lost no time flying to the West Coast to join their son and his wife for the occasion. McLean is a past president of the North Carolina Automotive Wholesalers Association.

Tarheel Cruise List Now Exceeds 130

RESERVATIONS for the November 17-22 Wilmington, N. C., to Bermuda cruise convention of the North Carolina Automotive Wholesalers Association had amounted to 129 adults and three children by mid-August, Executive Secretary Jesse F. Jones, Jr., announced.

Wholesalers and other aftermarket industry persons were listed as follows:

Mr. & Mrs. J. A. Swayze, United Motors Service, Charlotte, N. C., Mr. & Mrs. E. B. Snyder, Dixie Sales Company, Greensboro, N. C., Mr. & Mrs. A. L. Rutherford, Auto Parts Co. of Raleigh, Raleigh, N. C., Mr. & Mrs. John J. O'Hara, Johns-Manville Sales Corp., Charlotte, N. C., Mr. & Mrs. Harry B. Hastings, Charlotte, N. C., Mr. & Mrs. Ralph A. Dickson, Genuine Parts, Inc., Gastonia, N. C., Mr. & Mrs. T. Ray Cline, Genuine Parts, Inc., Gastonia, N. C.

Mr. & Mrs. Harold Rea, Rea Auto Supply Co., Asheville, N. C., Mr. & Mrs. William E. Fike, The Fike Co., Atlanta, Ga., Elwyn E. Fike, The Fike Co., Atlanta, Ga., Mr. & Mrs. H. Lester Flowers, The Flowers Co., Hickory, N. C., Mr. & Mrs. B. A. Stanford, Motor Bearings & Parts Co., Greensboro, N. C., Mr. & Mrs. W. E. Stanford, Motor Bearings & Parts Co., Greensboro, N. C., Mr. & Mrs. R. M. Page, Holland Auto Supply Co., Greenville, S. C., Mr. & Mrs. Grady A. Boyd, Savannah Auto Supply Co., Savannah, Ga., W. H. Ricke, Plomb Tool Co., Los Angeles, Calif.

Mr. & Mrs. Edw. MacClements, Automotive Electric Associates, Charlotte, N. C., Mr. & Mrs. Raymond Glaser, Automotive Electric Associates, Charlotte, N. C., Mr. & Mrs. Carl S. Johnson, Automotive Electric Associates, Charlotte, N. C., Mr. & Mrs. R. N. Simmons, Automotive Electric Associates, Charlotte, N. C., Mr. & Mrs. A. Patrick Gannon, McCord Corp., Richmond, Va., Mr. & Mrs. L. V. Williams, National Standard Parts Association, Louisville, Ky.

Mr. & Mrs. Guy M. Tarrant, Sr., Motor Supply Co., Inc., Columbia, S. C., Mr. & Mrs. R. C. Wilkinson, Brake Service Co. of Charlotte, Inc., Charlotte, N. C., Mr. & Mrs. F. E. Israel, High Point Auto Parts Co., Inc., High Point, N. C., Mr. & Mrs. Ned E. Holland, Holland Auto Supply Co., Greenville, S. C., Mr. & Mrs. James B. Bagwell, Jr., Bagwell-Elliott Co., Inc., Charleston, S. C., Mr. & Mrs. James A. Hall, McLean Auto Supply Corp., Norfolk, Va.

Mr. & Mrs. Fred H. Eakin, National Motor Bearings Co., Inc., Greenville, S. C., Mrs. Frances P. Brook, Greenville, S. C., Max A Hayes, Hayes & Hopson, Inc., Asheville, N. C., Mr. & Mrs. J. Matthew Nelson, Holston Auto Supply Co., Kingsport, Tenn., Mr. & Mrs. James R. Barron, Holston Auto Supply Co., Kingsport, Tenn., Miss Gladys V. Marsheck, Marsheck Auto Parts, Inc., Baltimore, Md., Mr. & Mrs. Joseph Marsheck, Marsheck Auto Parts, Inc., Baltimore, Md., Mr. & Mrs. Floyd C. McLean, McLean Auto Supply Co., Laurinburg, N. C.

Mr. & Mrs. E. L. Brown, president, NCAWA, Hickory Auto Parts Co., Hickory, N. C., Mr. & Mrs. R. E. Kirkland, Sr., Barnes Motor & Parts Co., Wilson, N. C., Mr. & Mrs. R. E. Kirkland, Jr., Barnes Motor & Parts Co., Wilson, N. C., Mrs. W. T. Lamm, Sr., Wilson, N. C., Mrs. J. A. Daniel, Wilson, N. C., Mr. & Mrs. R. F. Ashworth, Southern Parts & Electric Co., Durham, N. C., Mr. & Mrs. James W. Rankin, Richmond, Va., Mr. & Mrs. E. E. Hummel, Richmond, Va.

Mr. & Mrs. H. M. McKethan, Fayetteville Supply Co., Fayetteville, N. C., Mr. & Mrs. Henry A. Harris, Ritchie Auto Parts Co., Albemarle, N. C., Mr. & Mrs. C. W. Isenhour, Jr., Ritchie Auto Parts Co., Albemarle, N. C., Mr. & Mrs. H. P. Schaller, United Motors Service, Charlotte, N. C., Mr. & Mrs. L. T. White, Sr., Motor Bearings & Parts Co., Raleigh, N. C., Miss Maude Bailey, Atlanta, Ga., Mr. & Mrs. William C. Herbert, SOUTHERN AUTOMOTIVE JOURNAL, Atlanta, Ga.

Mr. & Mrs. Charles R. Willard, Charlotte, N. C., Mrs. Gladys Hobson, Charlotte, N. C., Mr. & Mrs. Fred Ford, Charlotte, N. C., Miller Cartwright, Winston-Salem, N. C., George Wood, Winston-Salem, N. C., Mr. & Mrs. Ralph Merrick, Charlotte, N. C.

Mr. & Mrs. Charles Wilder, Mrs. Fred Hastings, Charlotte, N. C., Mrs. A. R. Boatwright, Charlotte, N. C., Mr. & Mrs. W. R. Weir, Winston-Salem, N. C., Mr. & Mrs. G. A. Flowers, Sr., The Flowers Co., Hickory, N. C., Mr. & Mrs. Jesse F. Jones, Jr., NCAWA, Raleigh, N. C.

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Automotive Electric Association has appointed J. Howard Reed as management counsel, G. Z. "Zeke" Spencer, president, announced. Reed, who was formerly with Motor and Equipment Wholesalers Association, will assist S. W. Potter, executive secretary, in development and coordination of management and merchandising activities and services. His headquarters will be in Detroit.

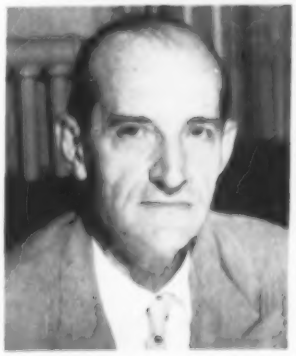
Speaker Appoints Tennessean

J. W. Speaker Corp., Milwaukee, Wis., has named Automotive Warehouse Service, Knoxville, Tenn., as its warehousing agent. G. W. Klier, Atlanta, Ga., is its representative.

Looney Leads Promotions At Genuine Parts

WILTON Looney became president of Genuine Parts Co., Atlanta, last month. A native of Vanna, Ga., he started working in the firm's Charlotte, N. C., stockroom in 1938 at the age of 19. He had headed its New York warehouse operation since 1953.

Chairman of the Board Carlyle Fraser, who had been acting also as president, announced these additional vice-presidents:



Top: President Looney
Bottom: Vice-President Hagel

Thomas N. Hagel, in charge of sales; William C. "Billy" Hatcher, in charge of the NAPA New Orleans warehouse; John Cayce, in charge of Standard Parts Co. stores in Memphis; Jack C. Fraser, in charge of Genuine Parts Co. stores in Atlanta; Ben Garvin, in charge of Genuine Parts Co. stores in New Orleans, and Blanton Hood, in charge of Genuine Parts Co. stores in Birmingham.

Harrell Vick Dies in Arkansas

Harrell Vick, 57, sales promotion manager of The Automotive, Inc., Fort Smith, Ark., died August 6. He was a life-long resident of Fort Smith.

(More Jobber News on page 134)

The '55 Plymouth Powerflite

WHENEVER possible, it is always wise when diagnosing transmission trouble to do so under actual operating conditions. Let's take a look at the 1955 Plymouth Powerflite.

The following test and corrective measure procedure will save lots of time if properly used.

Excessive Slippage

1.—All ranges: Inspect oil level. Adjust gearshift linkage. Check oil pressure; if low, inspect regulator valve and torque converter control valve for sticking. Inspect valve body to transmission case mating surfaces for evidence of oil leakage.

2.—Kickdown: Readjust throttle linkage and kickdown band. Inspect valve body to transmission case mating surfaces for oil leakage. Check operation of throttle valve and note wear of valve bore and cam. Check spring. Check valve body end cover for oil leakage. Check shuttle valve for free movement. Inspect kickdown piston and guide for binding. Inspect spring. Inspect band lining for wear and band lever for free movement.

3.—Kickdown (over 25 mph): Inspect valve body end cover for oil leakage. Inspect shuttle valve and plug for free movement. Inspect spring.

4.—Direct: Inspect valve body to transmission case mating surfaces for evidence of oil pressure leakage. Check kickdown piston for binding. Check shaft seal rings and clutch retainer bushing for wear. Check clutch discs, piston and clutch check valve ball.

5.—Reverse: Check reverse band adjustment. Inspect transmission case to valve body mating surfaces for evidence of oil leakage. Inspect reverse servo assembly for wear or binding. Inspect reverse lever and linkage for free movement.

6.—Hill climbing: Insufficient oil will result in low pressures to kickdown servo or direct clutch if oil level in the unit is low.

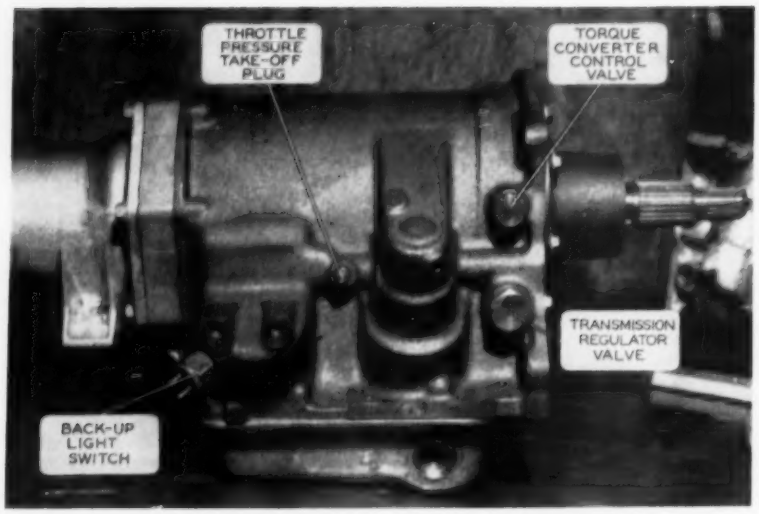


Fig. 1—View showing right side of transmission.

By E. M. Lowery
Technical Editor

Shift Pattern

1.—No upshift: Check oil level and gearshift linkage adjustment. Check governor and throttle pressure. If there is no pressure rise when accelerating engine in direct drive, governor valve may be stuck closed. Check valve body to transfer case for parallelism. Check manual valve and lever for correct detent engagement. Check shift valve for free operation and shift valve spring for breakage. Check kickdown piston assembly. Check rear pump drive pinion. Drive pinion ball may be cracked or broken, permitting pinion gear to slip. Inspect clutch ball check for proper operation. Ball check valve must operate freely and seat properly.

2.—No shift in drive range and an upshift in low range: The cause is the governor valve sticking open. This can be verified by

checking governor pressure. The pressure must not exceed approximately 15 lbs. at engine speed of 12 to 14 mph, 45 lbs. at 19 to 23 mph and 60 lbs. at 41 to 48 mph.

The governor pressure can be easily checked. Jack up the rear wheels of the car and attach a hydraulic gauge at the governor pressure take-off. (This is a small brass plug behind the neutral switch on the same side of the transmission as the speedometer pinion.) Start the engine. Put transmission in drive range.

If the pressure exceeds the above amount, a governor valve stuck open is indicated and most cases can be corrected as follows:

Clean off the area around the governor pressure take-off plug and remove the plug. Cover the oil filler tube with a cloth or plug and hold firmly in place to prevent the air from forcing the transmission oil out through the filler tube. Screw a piece of ⅛" pipe into the hole to help direct the air into the unit. Then put the compressed air nozzle at the other end of the pipe. As you apply short blasts of clean, filtered air into the tube, tap the parking brake drum simultaneously with a rubber hammer just enough to jar the governor.

After applying the air pressure, check the governor pressure again and see if the governor valve has been freed up.

In cases where the governor pressure is still too high, it will be necessary to remove the transmission extension case for further inspection.

3.—Low upshift pattern: Readjust throttle linkage. Check governor pressure. Governor valve may be binding or sticking. Inspect the rear pump assembly. Check valve body to transmission case mating surfaces for parallelism. Check operation of throttle valve and inspect the cam and spring. Check shift valve for free operation and spring for breakage.

4.—Low upshift at heavy throttle: Inspect the regulator valve, throttle valve and governor for burrs or dirt which would cause binding or sticking. Inspect the regulator spring.

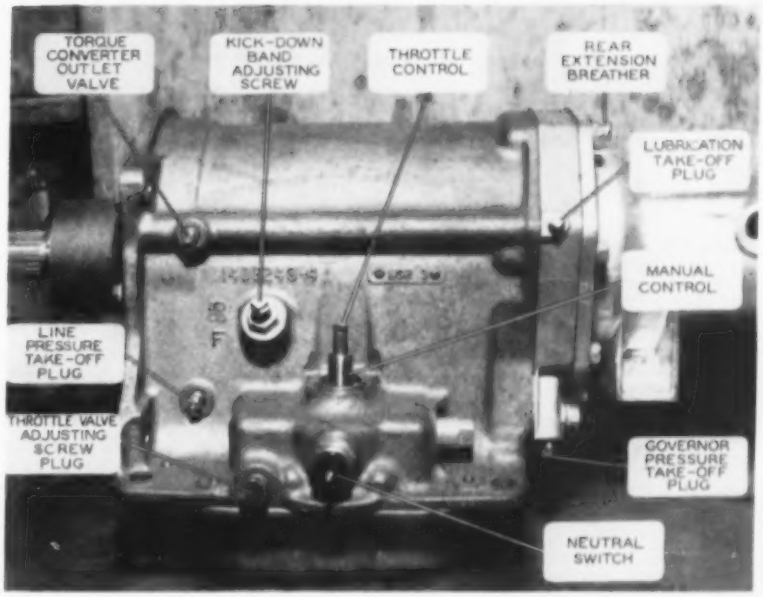


Fig. 2—View showing left side of transmission.

5.—High upshift pattern: Readjust throttle linkage and check throttle and governor pressure. Adjust throttle pressure, if necessary. If throttle pressure does not rise according to speeds on chart, throttle valve may be sticking. Inspect for dirt and burrs. Inspect throttle cam for wear. Check valve body to transmission case mating surfaces for parallelism. Check shift valve spring. If governor pressure does not correspond to governor pressure as shown on chart, remove governor and inspect valve for sticking. Check rear pump gears for wear, broken teeth or excessive clearance. Inspect pump drive pinion ball.

6.—All upshifts below 14 mph: Inspect throttle valve, cam and spring. Check throttle pressure check ball. Check governor valve for sticking.

7.—Erratic shifting: Check oil level. Inspect transmission case to valve body mating surfaces for parallelism. Check action of shift valve. Inspect governor support gaskets for oil leakage.

8.—No downshift: Check governor pressure. High initial pressure indicates valve is stuck open. Remove governor and inspect. Inspect shift valve action. Check spring.

9.—Low downshift speed: Governor valve is partially stuck open. Remove and clean. Check for burrs and dirt.

10.—High downshift speed: Readjust gearshift linkage. Inspect valve body to transmission case mating surfaces for parallelism. Inspect manual valve and lever. Inspect the kickdown valve ball and rod.

11.—Kickdown at part throttle: Readjust gearshift linkage. Inspect valve body to transmission case mating surfaces for parallelism. Inspect manual valve and lever. Inspect the kickdown valve ball and rod.

12.—No kickdown: Adjust throttle linkage. Inspect valve body to transmission case mating surfaces for parallelism. Inspect throttle valve, cam and spring. Also inspect kickdown valve and shift valve components.

13.—Low kickdown limit: Check governor pressure. Governor valve may be sticking due to dirt. Inspect regulator valve and spring for proper operation. Inspect rear pump gears and drive pinion ball. Check valve body cover plate for parallelism.

Shift Quality

1.—Harsh shift from neutral to

October: V-8 Chevrolet Valve Mechanism

This department will feature next month the 1955 V-8 Chevrolet cylinder head and valve mechanism. Ed Lowery's article will include ample illustrations of this important topic.

Fig. 3—Showing gauge hook-up for testing various transmission pressures.

reverse: Adjust engine idle speed. Readjust rear band. Inspect condition of the reverse band, strut and linkage. Inspect the reverse servo piston, spring, valve and rings.

2.—Harsh shift from neutral to drive: Adjust engine idle speed. Adjust throttle linkage. Inspect kickdown servo pistons, springs, guide, rod and piston rings.

3.—Delayed shift from neutral to drive: Adjust kickdown band. Inspect condition of band, strut, lever and lever shaft.

4.—Excessive engine speed increase on upshifts: Check oil level and adjust throttle linkage. Inspect regulator valve and spring and check operation of valve in regulator valve body. Check valve body mating surface for parallelism. Inspect throttle valve, cam and spring. Check operation of valve in valve body. Inspect kickdown piston components. Check mating surfaces of regulator valve body and transmission for parallelism. Inspect reaction shaft seal ring for deterioration. Inspect input shaft oil seal rings for wear or breakage and condition of reaction shaft bore. Inspect the clutch retainer bronze bushing. If worn below bronze surface, replace retainer. Inspect condition of reaction shaft oil seal rings for wear or broken ends. Inspect condition of clutch plates and condition of friction material on seal ring. Check clutch check valve ball.

5.—Excessive engine speed increase on upshifts at light throttle: Check line pressure. Inspect front oil pump gears for wear and excessive clearance.

6.—Harsh upshift: Adjust throttle linkage. Inspect regulator valve and spring. Check for sticking shuttle valve. Check valve body mating surface for parallelism. Inspect throttle valve, cam and spring. Inspect kickdown piston components. Check regulator valve body mating surface for parallelism. Inspect direct clutch spring, spring retainer and snap ring for breakage.

7.—Harsh lift foot shift: Adjust throttle linkage. Check valve body mating surface for parallelism. Check operation of throttle valve. Inspect valve, valve bore, cam and spring. Inspect servo pressure bleed valve for dirt. Check operation of shuttle valve. Inspect shuttle valve, plug, inner and outer springs and guide pin.

8.—Excessive engine speed increase on downshift at part throttle: Check oil level and adjust throttle and gearshift linkage. Check valve body mating surface for parallelism. Check operation of manual valve and valve lever. Inspect servo restrictor valve and operating plug. Check plug for free operation. Check valve spring for distortion or looseness.

9.—Harsh downshift: Adjust engine idle speed. Adjust throttle linkage. Inspect valve body mating surface for parallelism. Inspect the throttle valve, cam and spring for proper operation. Inspect for dirt, burrs, wear or breakage. Inspect servo restrictor valve for proper operation. Inspect clutch plates and disc friction material. Inspect the piston for wear or scoring. Check seal for wear or deterioration which would result in leakage. Inspect thrust washers for excessive wear.

10.—Excessive increase in engine speed on kickdown: Readjust kickdown band. Check regulator valve and spring for proper operation. Inspect for dirt, burrs or breakage. Check valve body mating surface for parallelism, nicks or burrs which would cause leakage. Check operation of servo restrictor valve. Check operation of shuttle valve. Inspect valve and plug for dirt, burrs or wear. Inspect all parts of kickdown piston assembly. Inspect piston rings for excessive wear or broken ends. check governor valve for wear, dirt, binding or sticking. Inspect the rear pump gears for excessive wear or broken teeth. Check clearance. Inspect drive pinion gear and pinion ball.

11.—Harsh kickdown: Adjust kickdown band. Inspect regulator valve and spring. Inspect for dirt, burrs or breakage. Inspect servo pressure bleed valve for dirt. Check operation of shuttle valve. Check valve and plug for burrs, dirt or excessive wear. Inspect all parts of kickdown piston assembly. Inspect piston rings for scoring, wear or broken ends. Inspect regulator valve body mating surface for parallelism, nicks or burrs which would cause leakage. Inspect the reaction shaft neoprene seal for deterioration. Inspect governor valve for free operation. Check for dirt which would cause sticking. Inspect rear pump gears for excessive clearance, worn or chipped teeth. Inspect drive pinion gear and drive pinion ball. Inspect the input shaft seal rings for excessive wear or broken ends and reaction shaft bore for scoring. Inspect all parts of the direct clutch assembly.

Oil Pressure

1.—No governor pressure (Fig. 4): Governor valve may be stuck in closed position due to dirt. To free valve, apply a short spurt of high air pressure (90 lbs.) to governor pressure take-off hole and at the same time tap transmission extension housing with rubber mallet. Before applying air pressure, cover filler tube with a rag. In addition, drain two or three

GOVERNOR PRESSURE CHART

Selector Lever Position	Wheels	Car Speed P-26	Car Speed P-27	Governor Pressure
D	Free to Turn	12-14	13-16	15 p.s.i.
D	Free to Turn	19-23	23-26	45 p.s.i.
D	Free to Turn	41-48	55-62	60 p.s.i.

LINE PRESSURE CHART

Selector Position	Rear Wheels	Engine R.P.M.	Line Pressure
R	Free to Turn	1600	250 p.s.i.
N	.....	800	90 p.s.i.
D	Brakes Applied	800	90 p.s.i.
L	Brakes Applied	800	90 p.s.i.

THROTTLE PRESSURE CHART

Selector Position	Brakes	Throttle	Engine R.P.M.	Throttle Pressure
D	Applied	Closed	450	14 p.s.i.
D	Applied	Wide-open	1500	90 p.s.i.

quarts of oil from transmission oil pan. After air is applied, reinstall governor pressure take-off plug and run transmission in reverse a few seconds. Recheck governor pressure. This corrective procedure may not be permanent. If valve becomes stuck again, remove governor for servicing.

If pressures do not correspond to the chart, the governor may need service. However, other parts of the transmission can cause low pressure readings. Check the valve body mating surface for parallelism, burrs or nicks. These would result in oil pressure leakage. Check both output shaft support gaskets for evidence of internal leakage. Check operation of governor valve and inspect for foreign matter. Check the rear pump gears for broken teeth, wear and excessive clearance. Check the mating surfaces of the output shaft for parallelism, burrs or nicks.

2.—High initial governor pressure: High governor pressure at low engine speeds is due to the governor valve being stuck in the open position, usually caused by a particle of dirt. Use air pressure as just outlined under "no governor pressure" to dislodge particle. This method may not be a permanent correction. If the valve again becomes stuck in the open position, remove governor for servicing.

3.—Line pressure (Fig. 5): If line pressure does not correspond to the line pressure chart, it will be necessary to investigate and make the following adjustments or corrections:

Check the transmission oil level. Inspect the regulator valve for free operation, dirt or burrs, and condition of valve spring. Check the valve body mating surface for parallelism, nicks or burrs. Check operation of manual valve and lever.

Inspect the front pump gears for worn or chipped gears. Check clearance between face of gears and housing.

Above: Fig. 4

Above right: Fig. 5

Right: Fig. 6

4.—Throttle pressure (Fig. 6): If throttle pressures do not correspond to throttle pressure chart, check line pressure and make the following adjustments and inspections.

Adjust throttle linkage. Inspect operation and condition of regulator valve and spring. Check the valve body mating surface for parallelism, burrs or nicks. Check operation and condition of the throttle valve, cam and spring Check throttle pressure check valve ball for nicks or dirt. Inspect condition of kickdown rod and ball.

5.—Direct clutch pressure: Direct clutch pressure should be approximately 10 psi lower than line pressure with transmission upshifted and engine speed not lower than 650 rpm. If not, refer to paragraph four under "shift quality."

A pressure drop between line pressure and direct clutch pressure as high as 25 psi may be due to broken or damaged seal rings in the direct clutch circuit. These are: three interlocking type input shaft seal rings, the direct clutch piston retainer seal ring, the neoprene direct clutch piston seal ring, the neoprene reaction shaft seal ring and two interlocking type reaction shaft seal rings.

6.—Lubrication pressure: Lubrication pressure is checked at the upper left side of the output shaft support. Remove ⅛" pipe plug and use 100 psi oil pressure gauge to check pressure. Lubrication pressure should be 35 to 50 psi with transmission in neutral and engine speed at fast idle.

If pressure readings are incorrect, check line pressure and inspect torque converter control valve. Low pressures may be due to internal oil leakage at the following points: drive sleeve seal ring, regulator valve body mating surface, reaction shaft seal ring, output shaft support gaskets, input shaft seal rings and reaction shaft bore. Low oil pressure may also be caused by plugged lubrication holes.

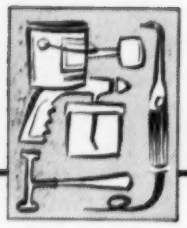
Improper Response to Gearshift Selector Lever Positions

1.—Moves forward in neutral: Adjust gearshift linkage. Adjust kickdown band. Inspect manual valve lever assembly. Check valve body mating surface for parallelism, nicks, dirt or burrs which would cause oil leakage. Check operation of manual valve. Inspect all parts of kickdown piston. Check regulator body mating surface for parallelism, nicks or burrs which would result in oil leakage. Check clutch discs and plates for warpage which would cause dragging. Inspect clutch ball check.

2.—Car moves forward in neutral at high engine speed: Clutch check valve ball bleed hole may be plugged, causing centrifugal oil pressure to partially engage the direct clutch. A slight surge which is not continuous is normal.

3.—Car moves backward in neutral: Readjust gearshift linkage and inspect manual valve and valve lever for proper engagement. Adjust reverse band. Inspect the

(Continued on page 82)



BODY SHOP OPERATIONS

Installing Exterior Molding on the 1955 Chevrolet

By E. M. Lowery
Technical Editor

KNOWING where and what holds a body molding in place will many times prevent damage to the body finish should the molding have to be removed or installed.

The following may be used for reference purposes on the '55 Chevrolet exterior body moldings, and the moldings are keyed numerically to the respective removal and installation procedures.

Illustrations and technical data courtesy of Chevrolet Division of General Motors Corp.

Sedan Front and Rear Door Exterior Moldings (Fig. 1)

The door exterior moldings are secured to the door by a combination of self-tapping metal screws, snap-on clips, tee bolt clips and clips retained by screws. Before removing a molding which has to be pried from a body panel, apply a strip of masking tape to the surface adjacent to the molding to prevent possible damage to the finish. When installing exterior moldings using retainers with self-tapping metal screws, snap-on clips, or bolt and clip assemblies, apply medium-bodied sealer around the attaching holes in the body panels to provide a water-tight seal.

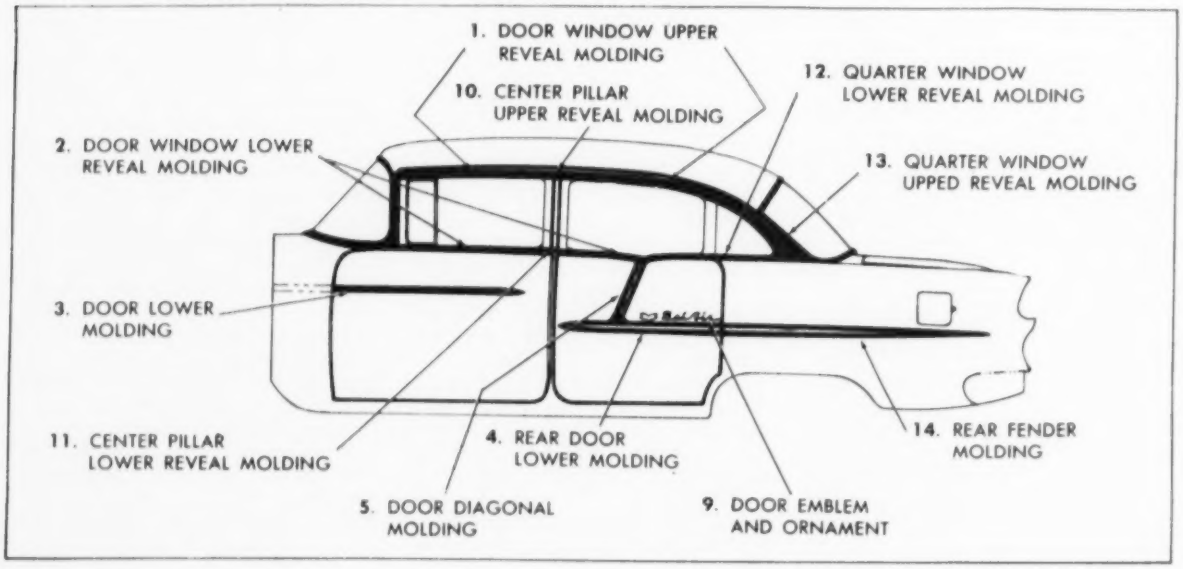
1.—Front and rear door window upper reveal molding—2400 series:

These moldings are secured to the door by clips attached to the upper flange of the molding and retained by screws through the door hemming flange. Two screws, located under the glass run channel, secure the molding to the window frame. To remove molding, detach upper portion of glass run channel and remove molding attaching screws.. Remove attaching screws along door hemming flange and remove molding. To install, reverse removal procedure.

2.—Front and rear door window lower reveal molding—2400 series:

These moldings are secured to the return flange of the door outer panel with self-tapping metal screws. Each end of the molding is retained by a screw clip to the door

Fig. 1—Exterior molding—four-door styles.



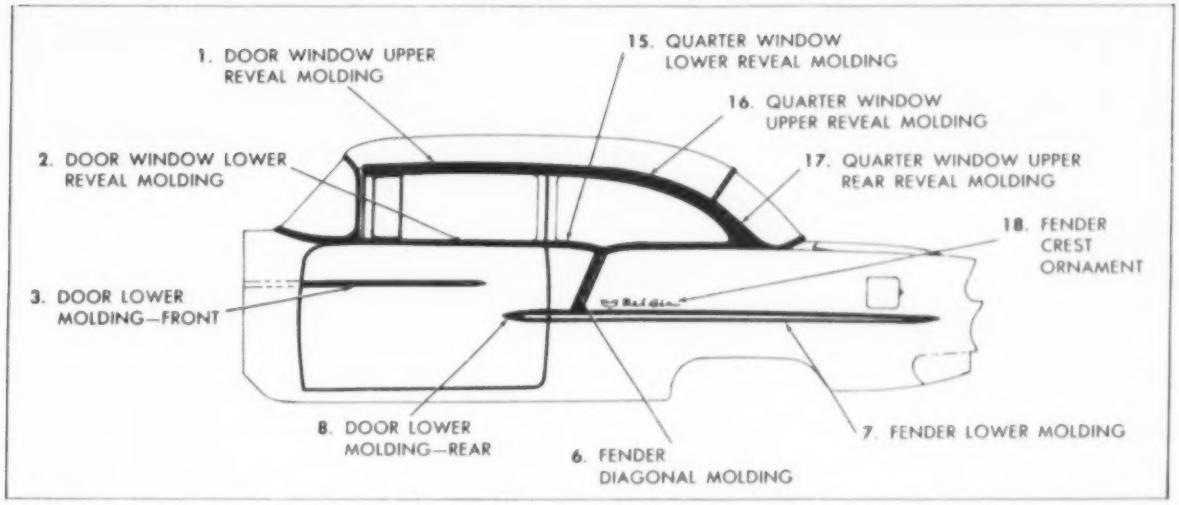


Fig. 2—Exterior molding—two-door styles.

hemming flange. To remove molding, remove door trim pad and access hole cover. On front doors, remove ventilator assembly, disengage window regulator cam from glass and lower glass sufficiently to remove reveal molding attaching screws from door outer panel flange. To install, reverse removal procedure.

2.—Front and rear door window lower reveal molding—2100 series:

The moldings are secured to the door outer panel with snap-on clips and one screw clip at each end of the molding. To remove molding, remove screw securing ends of molding to door hemming flange and with a flat-bladed tool, pry molding, with attached clips, from the door. To install, apply sealer around clip holes, replace clips where required and reverse removal procedure.

3.—Front door lower molding—2400 series:

The molding is secured to the door with snap-on clips and one screw clip at the front end of the molding. To remove molding, remove screw securing front end of molding to door hemming flange and with a flat-bladed tool, pry molding with attached clips from the door. To install, apply sealer around clip holes, replace clips where required and reverse removal procedure.

4.—Rear door molding—2100 and 2400 series:

The molding is secured to the door outer panel by bolt and clip assemblies, and a screw clip at the door hemming flange. To remove molding, remove door trim pad and access hole cover. Remove screw at door hemming flange; then through access hole remove nuts securing bolt and clip assemblies and remove molding. To install, apply sealer around bolt holes and reverse removal procedure.

5.—Rear door diagonal molding—2100 and 2400 series:

The molding is secured to the door outer panel by three bolt and clip assemblies. To remove molding, remove door trim pad and access hole cover; then, through access hole remove nuts securing bolt and clip assemblies and remove molding. To install, apply sealer around bolt holes and reverse removal procedure.

6.—Rear fender diagonal molding—2100 and 2400 series:

The molding is attached to the rear fender with tee bolt and clip assemblies. Access to the bolts and nuts is gained by removing rear quarter trim panel and access hole cover. To install, reverse the removal procedure.

7.—Rear fender lower molding—2100 and 2400 series:

The molding is installed to the rear fender with tee bolt and clip assemblies. To remove molding, remove rear quarter trim panel and access hole cover to gain access to the molding attaching nuts. The remainder of the molding attaching nuts may be removed by reaching up under the rear fender. To install, reverse the removal procedure.

8.—Door lower rear molding—2100 and 2400 series:

The molding is secured to the door with a tee bolt clip at the front of the molding and a screw clip at the rear end of the molding. To remove molding, remove door trim pad and large access hole cover; then, from between door panels, remove tee bolt clip attaching nut and sealing washer. Remove screw securing rear end of molding to door hemming flange and remove molding. To install, reverse removal procedure.

9.—Rear door emblem and ornament—2400 series:

The rear door emblem and ornament are secured to the door outer panel by lock nuts. To remove emblem and ornament, remove door trim pad and access hole cover; then, through access hole, remove lock nuts. To install, reverse removal procedure.

10.—Center pillar upper reveal molding—2400 series:

October: The Proper Foundation

Short cuts don't always pay when you want the best refinish job. Proper sanding and proper foundation for quality work will be covered by that veteran shop man Ed Lowery.

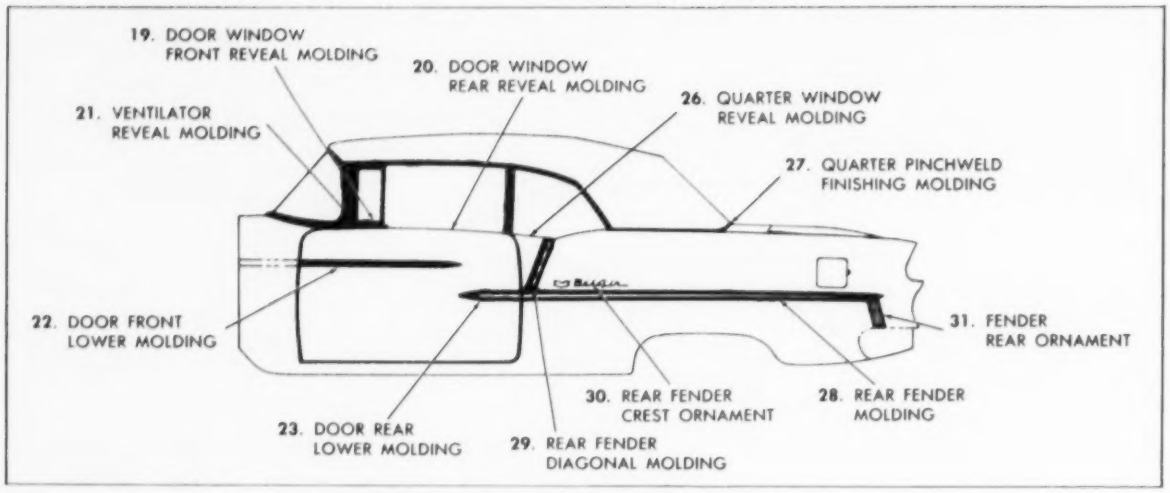


Fig. 3—Exterior molding—convertible style.

The molding, together with a filler and sealing washer, is secured to the center pillar by a bolt and clip with an attaching nut on the inside of the body under the center pillar trim. To remove molding, loosen headlining and upper portion of center pillar trim sufficiently to remove the attaching nut. To install, assemble center pillar filler and sealing washer to molding tee bolt and reverse removal procedure.

10.—Center pillar upper filler cap—1500 and 2100 series:

A painted center pillar upper filler cap is secured to the center pillar by a bolt and clip with an attaching nut on the inside of the body under the center pillar trim. The filler cap is removed and installed in the same manner as the center pillar upper reveal molding on the 2400 series.

11.—Center pillar lower reveal molding—all series.

The molding is secured by one screw through the side face of the center pillar.

Sedan Rear Quarter and Rear Fender Molding (Fig. 2)

12.—Rear quarter window lower reveal molding—2100 series—four-door sedan:

This molding is attached to the rear quarter outer panel by snap-on clips. To remove molding, pry off with suitable tool. Seal snap-on clips when installing.

12.—Rear quarter lower reveal molding — 2400 series—four-door sedan:

This molding is installed to the rear quarter outer panel by self-tapping screws. To remove molding, remove rear quarter window. To install, reverse procedure.

13.—Rear quarter window upper reveal molding—2400 series—four-door sedan:

This molding is installed to the rear quarter window header by snap-on clips, self-tapping screws and to the rear quarter outer panel by a bolt and clip assembly. To remove molding, remove washer and nut which are accessible through rear compartment, rear quarter window and rear quarter lower reveal molding. Then pry molding from snap-on clips. Apply sealer to clips and bolt hole before installation.

14.—Rear fender molding—2100 and 2400 series—four-door sedan:

The molding is installed to the rear fender, using tee bolt and clip assemblies. Access to the molding attaching nuts is gained by reaching up under the rear fender panel. To install, reverse the removal procedure.

15.—Rear quarter window lower reveal moldings — 2100 series — two-door sedan:

The molding is attached to the rear quarter outer panel by snap-on clips and bolt and clip assemblies at the front and rear of molding. To remove molding, remove rear seat, garnish molding, trim panel and access hole cover. Nuts securing bolt and clip assemblies are then accessible for removal. Pry molding from snap-on clips. To install, reverse procedure. Seal around clips and bolt holes with medium-bodied sealer.

15.—Rear quarter window lower reveal molding—2400 series—two-door sedan:

The molding is attached to the return flange of the rear quarter outer panel with self-tapping screws and tee bolt and clip assembly at the front end of the molding. Access to screws and bolts is gained by removing the rear quarter window. To install, reverse the procedure.

16.—Rear quarter window upper reveal molding—2400 series—two-door sedan:

The molding is secured to the body with snap-on clips and self-tapping screws. To remove molding, loosen the glass run channel at upper window opening to gain access to screws and forward section of rear quarter window upper rear reveal molding. Apply masking tape above molding to protect body finish. Pry molding with attaching clips from panel. To install, apply a medium-bodied sealer around clip holes, and reverse procedure.

17.—Rear quarter window upper rear reveal molding—2400 series—two-door sedan:

The molding is installed to the rear quarter window header by snap-on clips, self-tapping screws and to the rear quarter outer panel by a bolt and clip assembly. To remove molding, remove washer and nut, which are accessible through rear compartment. Remove rear quarter window reveal molding lower. Loosen the glass run channel at window opening to gain access to screws and rear section of quarter window upper reveal molding. Apply masking tape above molding to protect body finish. Pry molding with attached clips from panel. To install, apply

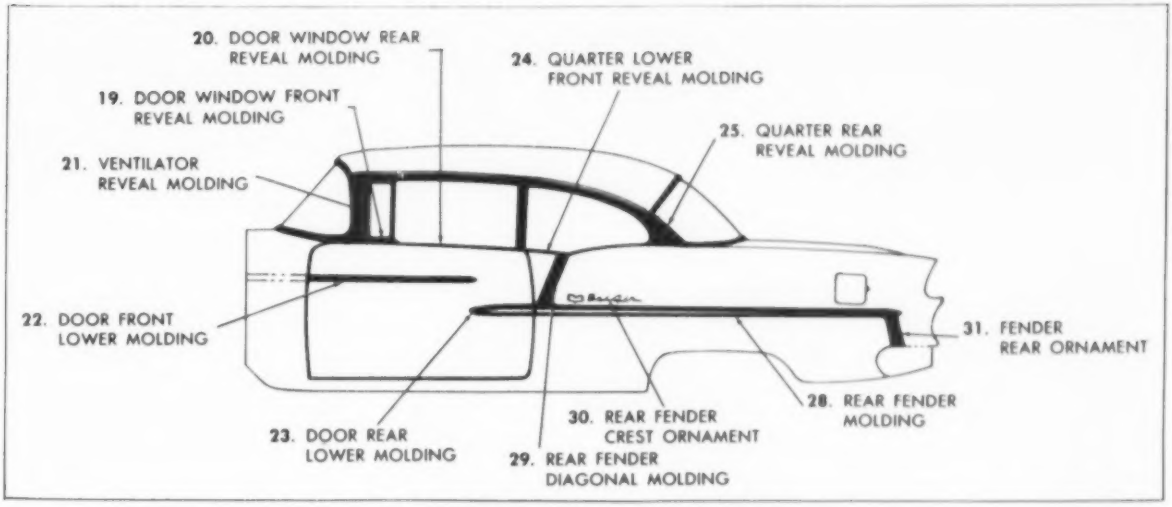


Fig. 4—Exterior molding—sport coupe style.

medium-bodied sealer around clip holes, reverse the procedure.

18.—Rear fender crest emblem and ornament—2400 series—two-door sedan:

The emblem and ornament are installed to the rear fender, using locking nuts. Access to the locking nuts is gained by removing rear quarter arm rest and access hole cover. To install, reverse the removal procedure.

Convertible and Sport Coupe Door Exterior Moldings (Fig. 3)

19.—Door window front reveal molding:

The molding is located at the bottom of the door ventilator and is secured to the return flange of the door outer panel by two self-tapping metal screws between the ventilator frame and outer panel. Remove door trim pad and door ventilator. Remove attaching screws and molding. To install, reverse removal procedure.

20.—Door window rear reveal molding:

The molding is secured to the return flange of the door outer panel with self-tapping metal screws. Remove door trim pad and large access hole cover. Disengage regulator cam from glass and lower glass sufficiently to remove reveal molding attaching screws. Loosen rear screw of front reveal molding and remove rear molding. To install, reverse removal procedure.

21.—Door ventilator reveal molding:

The molding is secured to the door pillar by self-tapping metal screws. Remove door ventilator assembly, molding attaching screws and lift molding upward to detach from door pillar. To install, reverse removal procedure.

22.—Door lower front molding:

The molding is secured to the door with snap-on clips and one screw clip at the front end of the molding. Remove screw securing front end of molding to door flange and pry molding with attached clips from the door. To install, apply sealer around clip holes, replace clips where required and reverse removal procedure.

23.—Door lower rear molding:

The molding is secured to the door with a tee bolt clip at the front and a screw clip at the rear. Remove door trim pad, large access hole cover and from between door panels remove tee bolt clip attaching nut and sealing washer. Remove screw securing rear end of molding to door flange and remove molding. To install, reverse removal procedure.

Convertible and Sport Coupe Rear Quarter and Rear Fender Moldings (Fig. 4)

24.—Rear quarter lower front reveal molding—sport coupe:

The molding is secured to the return flange of the rear quarter outer panel with screws. Remove rear quarter window to gain access to screws. To install, reverse removal procedure.

25.—Rear quarter reveal molding—sport coupe:

The molding is secured to the body by screws. Remove quarter lower front reveal molding and rear quarter sealing strip. Then remove molding attaching screws. To install, reverse the removal procedure.

26.—Rear quarter reveal molding—convertible:

The molding is secured to the return flange of the quarter outer panel with screws. Remove rear quarter window and reveal molding attaching screws. To install, reverse removal procedure.

27.—Rear quarter pinchweld finishing molding—convertible:

The two moldings are snapped over the pinchweld flange and retaining clips along the folding top compartment. The right rear quarter molding overlaps the left rear quarter molding and is secured at the front and rear by a screw. The left molding is secured at the front by a screw. Remove rear quarter reveal molding. On inside of body, detach front edge of folding top compartment bag from rear seat back panel and detach trim stick to gain access to screw at end of rear quarter molding. To install, replace waterproof tape covering pinchweld flange and apply a bead of medium-bodied sealer in crown of molding. Replace retaining clips where required and reverse removal procedure.

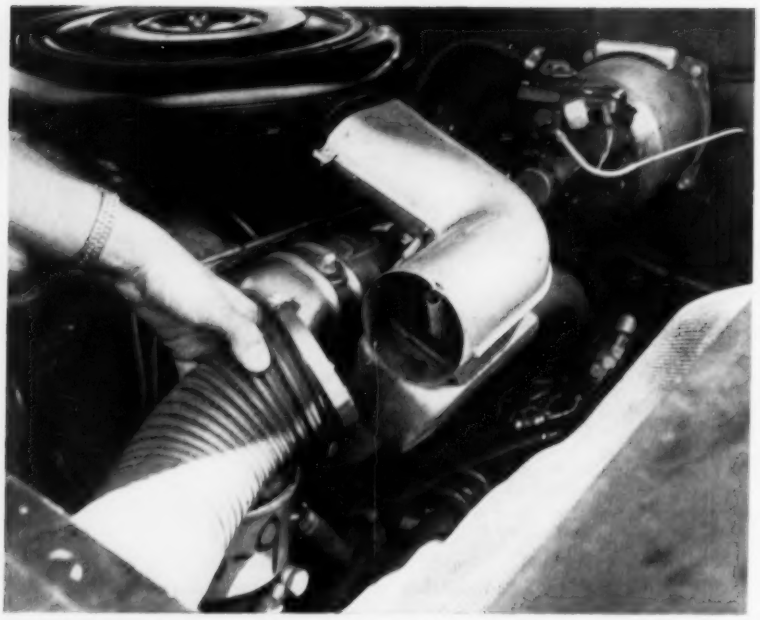
28.—Rear fender molding:

The molding is installed to the fender with the tee bolt and clip assemblies. Remove quarter trim panel and access hole cover to remove attaching nuts. The remainder of the attaching nuts are removed from under the fender. To install, reverse the removal procedure.

29.—Rear fender diagonal molding:

The molding is installed to the rear fender with tee bolts and clip assemblies. Access to the molding

(Continued on page 78)



This is the air intake system of the 1956 carburetor. You see here the new flap valve in the air intake.

'56 Lincoln Carb Has New Air Intake

AN UNUSUAL feature of the 1956 Lincoln engine is a dual intake for carburetor air which is part of a temperature-controlled air induction system.

Instead of breathing air above the engine, which in summer frequently is so hot it is not dense enough to give full power, Lincoln has developed a fresh air intake which admits cool outside air from the left side of the front grille.

This air intake is attached to the air cleaner and is operated by a thermostatically - controlled flap valve. Below 68° the engine breathes warmed air rising off the left-bank exhaust manifold. Above this temperature, it draws fresh, cool air through the duct running from the grille.

This results in faster warmups without carburetor icing in cold weather and higher breathing efficiency in any weather for the powerplant.

A group of safety devices engineered to help protect both driver and passengers in the event of an accident is being introduced for the first time on the 1956 Lincoln.

Included are:

Safety-flex steering wheel; triple-strength safety door locks; optional safety seat belts; textured-finished vinyl covering for instrument panels to reduce reflection and vinyl coating for rear-view mirrors to reduce shattering.

These safety devices are an outgrowth of Ford Motor Co.'s research program aimed at increasing the available knowledge about injuries to drivers and passengers if they are involved in a higway accident.

A. L. Haynes, executive engineer in charge of the company's crash safety program, has been carrying on safety research over the past four years, including full-scale crash tests using lifelike dummies.

"Our studies, together with those of other organizations, have convinced us that there is less chance of injury when the motorist is held in his seat and, furthermore, when he is kept within the protective enclosure of the vehicle," Haynes said.

"Statistics show that a motorist's chance of avoiding serious injury in a crash are two to one better if he remains within the car than if he is thrown clear of it."

To test seat belts and safety

(Continued on page 80)

The 1956 Lincoln introduces safety devices engineered to help protect both driver and passengers. It offers a safety-flex type steering wheel with 3½" of energy-absorbing "cushion" between its outer rim and the retracted top of the steering column; safety seat belts for driver and passengers; new safety double-grip rotor type door locks which reportedly withstand three times normal impact in collisions; a textured-finish vinyl covering for instrument panels to reduce reflection and vinyl backing for rear-view mirrors which minimizes shattering.

OPPORTUNITY UNLIMITED
A Studebaker case history

There's another star in the Lone Star State...

young ALTON BULLARD of Hamilton, Texas has his new STUDEBAKER DEALERSHIP

RIGHT in the center of Hamilton County, Texas, at the cross-roads of U. S. 281 and Texas 36, is the bustling town of Hamilton . . . county seat and busy trading center for folks from miles around.

Hamilton is like a lot of other American communities . . . busy and growing these days . . . and the pleasant home of people who believe in opportunity and a future.

One of them is 30 year old Alton Bullard, who has recently opened a new Studebaker dealership at 113 South Rice Street.

Mr. Bullard has been an active and popular citizen of Hamilton for a long time. He started working years ago for the local distributor of an oil company . . . six years ago he took over the management of two of the company's service stations.

In his few spare hours, he became active in community and church work. And he also conducted a used car business.

A man in Alton Bullard's line of work gets a pretty accurate picture of the automobile world. A few months ago, he came to Studebaker to apply for a dealership, convinced that this "go-places" car and company offered him the real and solid business future he has always wanted.

With him, he brought impressive recommendations . . . from banking and business associations. There was even a telegram of praise from the manager of the local Chamber of Commerce.

A. Bullard, 113 So. Rice Street, Hamilton, Texas

Very soon the new dealership was arranged . . . because Alton Bullard is obviously the kind of aggressive, enthusiastic, and forward-looking man so typical of the Studebaker dealer family. And because his home town of Hamilton is a good and logical site for another new home of Studebaker sales and service.

There are more opportunities like this one waiting . . . and more young men to take hold of them. Very likely you!

SUCCESSFUL service department managers . . . used car businessmen . . . retail automobile sales managers and salesmen . . . all these are prospects for Studebaker dealerships.

We want men with vision and ambition and sales experience. Men who want to join a going, growing operation and build a solid future for themselves.

You don't need a huge amount of cash capital if you have the other elements of success that Studebaker considers essential.

If you're the right man, get in touch now with William A. Keller, General Sales Manager, Studebaker Division, Studebaker-Packard Corporation, South Bend 27, Indiana.

STUDEBAKER

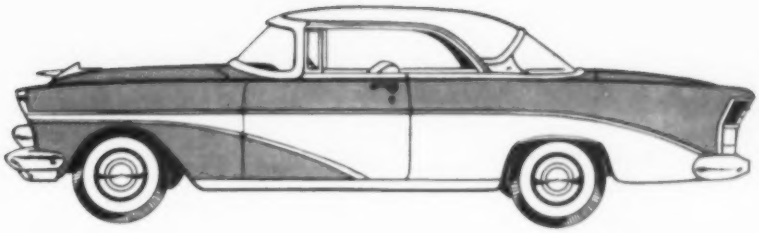
STUDEBAKER DIVISION OF STUDEBAKER-PACKARD CORPORATION . . . ONE OF THE 4 MAJOR FULL-LINE PRODUCERS OF CARS AND TRUCKS

1955 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	Std. Wheelbase	ENGINE											WHEEL ALIGNMENT			BRAKES	
		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	Crankcase Cap. (Qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Cooling System (No Heater) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)	Service	Parking
BUICK Special	122	V8I	3.625 x 3.20	42.05	188@4800	Ch	5	6	OB	Y	N	K	½° to −¾°	⅞° to −⅝°	0 to ⅛	H	RW
BUICK Century	122	V8I	4 x 3.20	51.20	236@4600	Ch	5	6	OB	Y	Y	K	½° to −¾°	⅞° to −⅝°	0 to ⅛	H	RW
BUICK Super and Roadmaster	127	V8I	4 x 3.20	51.20	236@4600	Ch	5	6	OB	Y	Y	K	½° to −¾°	⅞° to −⅝°	0 to ⅛	H	RW
CADILLAC 60	133	V8I	3 15/16 x 3¾	46.5	250@4600	Ch	5	5	OB	Y	Y	18.09	0° to −1°	± ⅜°	⅛ to ¼	H	RW
CADILLAC 62	129	V8I	3 15/16 x 3⅝	46.5	250@4600*	Ch	5	5	OB	Y	Y	18.09	0° to −1°	± ⅜°	⅛ to ¼	H	RW
CADILLAC 75	149.5	V8I	3 15/16 x 3⅝	46.5	250@4600	Ch	5	5	OB	Y	Y	18.09	0° to −1°	± ⅜°	⅛ to ¼	H	RW
CHEVROLET 6	115	6I	3 5/16 x 3 15/16	30.4	123@3800 136@4200	G	4	5	OB	Y	Y	16	± ½°	0 to 1°	⅛ to ⅜	H	RW
CHEVROLET 8	115	V8I	3¼ x 3	45	162@4400	Ch	5	4	OB	Y	Y	16	± ½°	0 to 1°	⅛ to ⅜	H	RW
CHRYSLER Windsor De Luxe	126	V8I	3.63 x 3.63	42.2	188@4400	Ch	5	5	OB	Y	Y	24	−2° to 0°	¼° ± ⅜°	0 to ⅛	H	Ps
CHRYSLER New Yorker De Luxe	126	V8I	3.81 x 3.63	46.5	250@4600	Ch	5	5	OB	Y	Y	25	−2° to 0°	¼° ± ⅜°	0 to ⅛-0 Prf.	H	Ps
CHRYSLER Imperial	130	V8I	3.81 x 3.63	46.5	250@4600	Ch	5	5	OB	Y	Y	25	−2° to 0°	¼° ± ⅜°	0 to ⅛-0 Prf.	H	Ps
CHRYSLER Crown Imperial	139	V8I	3.81 x 3.63	46.5	250@4600	Ch	5	5	OB	Y	Y	25	−2° to 0°	¼° ± ⅜°	0 to ⅛-0 Prf.	H	Ps
DeSOTO Fire Dome	126	V8I	3.720 x 3.344	44.3	185@4400	Ch	5	5	OB	Y	Y	23	−2° to 0°	¼° ± ⅜°	0 to ⅛-0 Prf.	H	Ps
DeSOTO Fire Flite	126	V8I	3.720 x 3.344	44.3	200@4400	Ch	5	5	OB	Y	Y	23	−2° to 0°	¼° ± ⅜°	0 to ⅛-0 Prf.	H	Ps
DODGE Coronet 6	120	6L	3.25 x 4.63	25.4	123@3600	Ch	5	5	OB	Y	Y	13	−2° to 0°	¼° ± ⅜°	0 to ⅛-0 Prf.	H	Ps
DODGE 8 and Royal 8	120	V8I	3.63 x 3.256	42.2	175@4400	Ch	5	5	OB	Y	N	19	−2° to 0°	¼° ± ⅜°	0 to ⅛-0 Prf.	H	Ps
DODGE Custom Royal 8	120	V8I	3.63 x 3.256	42.2	183@4400	Ch	5	5	OB	Y	N	19	−2° to 0°	¼° ± ⅜°	0 to ⅛-0Prf.	H	Ps
FORD Customline 6	115½	6I	3.62 x 3.60	31.54	120@4000	Ch	4	4	Y	Y	Y	15	½° to 1½°	0°8′ to 1°8′	⅛ to ⅛	H	RW
FORD Customline 8	115½	V8I	3.62 x 3.30	42.05	162@4400	Ch	5	5	Y	Y	Y	19	½° to 1½°	0°8′ to 1°8′	⅛ to ⅛	H	RW
FORD Thunderbird	102	V8I	3.75 x 3.30	45	F	Ch	5	5	OB	Y	Y	20	½° to 1½°	0°8′ to 1°8′	⅛ to ⅛	H	RW
HUDSON Wasp	114½	6L	3 x 4¾	21.6	115@4000	Ch	4	5	Y	Y	Y	13	0° to ½° −½° Prf.	± ¼°−0° Prf.	⅛ to ⅜	H	RW
HUDSON Hornet 6	121¼	6L	3 15/16 x 4½	34.88	160@3900	Ch	4	7	Y	Y	Y	18½	0° to ½° −½° Prf.	± ¼°−0° Prf.	⅛ to ⅜	H	RW
HUDSON Hornet 8	121¼	V8I	3 15/16 x 3½	46.5	208@4200	Ch	5	5	OB	Y	Y	20	0° to ½° −½° Prf.	± ¼°−0° Prf.	⅛ to ⅜	H	RW
KAISER Manhattan	118⅜	6L	3⅛ x 4⅜	26.3	J	Ch	4	5	Y	Y	Y	12½	1° to −1° 0° Prf.	0 to ¾°-½° Prf.	⅛ to ⅛-⅛ Prf.	H	RW
LINCOLN Cust. & Spec. Cust.	123	V8I	3.94 x 3.50	49.6	225@4400	Ch	5	5	OB	Y	Y	23	0 to −1½°	0° ± ¾°	⅜ to ⅝	H	RW
MERCURY Custom and Monterey	119	V8I	3.75 x 3.30	45	188@4400	Ch	5	5	OB	Y	Y	19	0° to −1½°	0° to ⅝°	⅜ to ⅝	H	RW
MERCURY Montclair	119	V8I	3.75 x 3.30	45	198@4400	Ch	5	5	OB	Y	Y	19	0° to −1½°	0° to ⅝°	⅜ to ⅝	H	RW
NASH Statesman	114½	6L	3⅛ x 4¼	23.44	100@3800	Ch	4	4	Y	Y	Y	14	0 to ½°−½° Prf.	± ¼°−0° Prf.	⅛ to ⅜	H	RW
NASH Ambassador 6	121½	6L	3½ x 4⅜	29.4	130@3700	Ch	7	6	Y	Y	Y	17	0 to ½°−½° Prf.	± ¼°−0° Prf.	⅛ to ⅜	H	RW
NASH Ambassador V-8	121½	V8I	3 15/16 x 3½	46.5	208@4200	Ch	5	5	OB	Y	Y	20	0 to ½°−½° Prf.	± ¼°−0° Prf	⅛ to ⅜	H	RW
NASH-HUDSON Metropolitan	85	4I	2 29/64 x 3½	10.63	42@4500	Ch	3	4	OB	N	N	8	2° to 3°	½° to 1½°	0 to ⅛	H	RW
NASH-HUDSON Rambler	A	6L	3½ x 4¼	23.44	90@3800	Ch	4	4	OB	Y	Y	11	¾° to 1¼°-1° Prf.	¼° to ¾°-½° Prf.	⅛ to ⅛	H	RW
OLDSMOBILE 88	122	V8I	3⅞ x 2 7/16	48	185@4000	Ch	5	5	OB	Y	Y	20.5	0° to −¾°	−¼° to ± ¾°	⅛ to ⅛	H	RW
OLDSMOBILE Super 88	122	V8I	3⅞ x 3 3/16	48	202@4000	Ch	5	5	OB	Y	Y	20.5	0° to −¾°	−¼° to ± ¾°	⅛ to ⅛	H	RW
OLDSMOBILE 98	126	V8I	3⅞ x 3 3/16	48	202@4000	Ch	5	5	OB	Y	Y	20.5	0° to −¾°	−¼° to ± ¾°	⅛ to ⅛	H	RW
PACKARD	127	V8I	4 x 3½	51.2	260@4600	Ch	5	5	OB	Y	Y	26	−1° to ± ½°	−¼° Prf.	0 to ⅛	H	RW
PACKARD Clipper Custom	122	V8I	4 x 3½	51.2	245@4600	Ch	5	5	OB	Y	Y	26	−1° to ± ½°	−¼° Prf.	0 to ⅛	H	RW
PACKARD Clipper Super	122	V8I	3 15/16 x 3½	46½	225@4600	Ch	5	5	OB	Y	Y	26	−1° to ± ½°	−¼° Prf.	0 to ⅛	H	RW
PACKARD Clipper De Luxe	122	V8I	3 15/16 x 3½	46½	225@4600	Ch	5	5	OB	Y	Y	26	−1° to ± ½°	−¼° Prf.	0 to ⅛	H	RW
PLYMOUTH 6	115	6L	3.25 x 4.63	25.4	117@3600	Ch	4	5	OB	Y	Y	13	−2° to 0°	¼° ± ⅜°	0 to ⅛	H	RW
PLYMOUTH 8	115	V8I	3.44 x 3.25	40.6	167@4400	Ch	5	5	OB	Y	N	19	−2° to 0°	¼° ± ⅜°	0 to ⅛	H	RW
PONTIAC Chieftain	122	V8I	3.75 x 3.25	45	180@4600	Ch	5	5	OB	Y	Y	24	−1° to ± ½°	½° to ± ½°	0 to .062	H	RW
PONTIAC Star Chief	124	V8I	3.75 x 3.25	45	180@4600	Ch	5	5	OB	Y	Y	24	−1° to ± ½°	½° to ± ½°	0 to .062	H	RW
STUDEBAKER Champion	X	6L	3 x 4⅜	21.6	101@4000	G	4	5	Y	N	Y	10	−1¾° to −2½°	0° to 1°	⅛ to ⅛	H	RW
STUDEBAKER Commander	X	V8I	3 5/16 x 3¼	40.6	162@4500	G	5	6	OB	N	Y	17¼	−1¾° to −2½°	0° to 1°	⅛ to ⅛	H	RW
STUDEBAKER President	120½	V8I	3 5/16 x 3¼	40.6	185@4500	G	5	6	OB	Y	Y	17¼	−1¾° to −2½°	0° to 1°	⅛ to ⅛	H	RW
WILLYS Bermuda & Custom	108	6L	3.312 x 4.375	26.33	115@3600	Ch	4	5	OB	Y	Y	13	½° to 1½°	¾° to 1¼°	.094 to .156	H	RW
WILLYS Jeep	Z	4F	3⅛ x 3⅝	15.63	75@4000	G	3	4	OB	Y	N	11	3°	1½°	¼ to ⅜	H	Ps

ABBREVIATIONS

*—Eldorado 270@4800.
A—2 Dr. 100 and 4-Dr. 108.
Ch—Chain.
F—193@4400 straight drive, 198@4400 with Ferdomatic trans.
G—Gear.
H—Hydraulic.
I—Valve-in-head.
J—140@3800 with supercharger.
K—18.5 with conventional transmission, 18.5 with Dynaflow.
L—L-head.
N—No.
OB—Oil Bath.
Prf.—Preferred.
Ps—Propeller shaft, rear transmission.
RW—Rear Wheels.
X—Coupe 120½", sedan 116½"
Y—Yes.
Z—CJ-5 81" and CJ-3B 80"



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1955 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	TUNE-UP				ELECTRICAL				Bat.	FUEL SYSTEM			VALVES		
	Breaker Gap (.0)	Cam Angle (degrees)	Contact Arm Spring Tension (ozs.)	Spark Plug Gap (.0)	Ignition Timing	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.	Cap. & Ter. Grd.	Carb. Mfgr.	Model No.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Opens b or atdc
BUICK Special	12½ 17½	Q	19-23	30-35	5°btc	Ca.P.	11-12.5°@1750	10.5°@12"	N60	Ca. St. RP	StAAVB-267 WCD	5	Au	Au	25°btc
BUICK Century and Super	12½ 17½	Q	19-23	30-35	5°btc	VD	11-13.5°@1750	10.5°@12"	N60	Ca St RP	WCFB	5	Au	Au	25°btc
BUICK Roadmaster	12½ 17½	Q	19-23	30-35	5°btc	VD	11-13.5°@1750	10.5°@12"	N60	Ca St RP	RP-4G WCFB	5	Au	Au	28°btc
CADILLAC 60, 62 and 75	16-21	31+1½	19-23	35	2½°btc	VD	10.75-12.75° @2000	13-14½°@15"	N60	Ca RP	Ca-WCFB 21858 RP-7007970	4-5¼	Au	Au	19°btc
CHEVROLET 6 Conventional	16-21	26-33	19-23	33-38	tdc	FW	13°@1750	7½°@9"	N50	RP	7005921	3½-4½	6	13	1°atc
CHEVROLET 6 Powerglide											22		Au	Au	10½°btc
CHEVROLET 8 Conventional	16-21	26-33	19-23	33-38	4°btc	VD	10°@1800	13¼°@15"	N50	RP	7006825	4-5¼	8	16	12°btc
CHEVROLET 8 Powerglide											7005810		Au	Au	18°btc
CHRYSLER Windsor De Luxe	17	32-36	17-20	35	6°btc	VD	13-15°@2050	10½-12½°@17"	P120	B&B	2186S	5-6½	Au	Au	15°btc
CHRYSLER N. Y. De L. & Imperial	17	32-36	17-20	35	6°btc	VD	13-15°@2050	10½-12½°@17"	P135	Ca	WCFB2126S	5-6½	Au	Au	15°btc
CHRYSLER Crown Imperial	17	32-36	17-20	35	6°btc	VD	13-15°@2050	10½-12½°@17"	P65	Ca	WCFB2126S	5-6½	Au	Au	15°btc
DeSOTO Fire Dome	15-18	26-28	17-20	35	10°btc	VD	7-9°@800	6-8°@11"	P120	B&B	BBD21178	5-6½	Au	Au	4°atc
DeSOTO Fire Flight	15-18	26-28	17-20	35	4°btc	VD	11-13°@1800	10½-12½°@17"	P120	Ca	WCFB2216S	5-6½	Au	Au	12°btc
DODGE Coronet 6	20	39 ± 3	17-20	35	2°btc	VD	7-9°@1350	7-9°@14"	P105	St	WW3-124	5-6½	10	10	12°btc
DODGE Coronet 8	17	26-28	17-20	35	4°btc	Ca.P.	15-17°@1650	3-5°@8½"	P105	St	WW2-131	5-6½	Au	Au	14°btc
DODGE Royal	17	26-28	17-20	35	4°btc	Ca.P.	15-17°@1650	3-5°@8½"	P105	St	WW2-131	5-6½	Au	Au	14°btc
DODGE Custom Royal	17	26-28	17-20	35	4°btc	Ca.P.	11-13°@1625	6-8°@11"	P105	St	WW3-120	5-6½	Au	Au	14°btc
FORD Customline 6	24-26	35-38	17-20	32-36	3°btc	VD	N	14½°@7½"	P90	Ho	1994	4-5	15	19	12°btc
FORD Customline 8	14-16	26-28½	17-20	32-36	6°btc	VD	N	16½°@4.6"	P90	Ho	2100-DD	4-5	19	19	12°btc
FORD Thunderbird	14-16	26-28½	17-20	32-36	6°btc	Ca.P.	N	16½°@1500rpm @32.4 H2O	P90	Ho	1074	4-5	18	18	12°btc
HUDSON Wasp	20	39	17-20	32	tdc	VD	14½°@1500	7½°@9"	P90	Ca	WAI-2009SA	4-5	10	12	26.8°btc
HUDSON Hornet 6	20	39	17-20	30	tdc	FW	9°@2000	4°@12"	P105	Ca	WDG-2252-S	4-5	10	12	33.7°btc
HUDSON Hornet 8	17	33-39	17-20	35	5btc	VD	20°@1200	11°@10"	P105	Ca	WDG-2231-S	3½-5½	Au	Au	14°btc
KAISER Manhattan	16	38-45	19-23	28-32	4°btc	VD	10°@1000	6°@15"	P100	Ca	WCD	9	18	20	10°btc
LINCOLN Cust. & Spec. Cust.	14-16	26-28½	17-20	32-36	5°btc	VD	N	25°@2000 @2.35 HG	P110	Ho	1076	3½-4½	Au	Au	5°btc
MERCURY Custom, Monterey and Montclair	14-16	26-28½	17-20	32-36	3°btc*	VD	N	15½°@2000RPM 1.95"HG	P100	Ho	1075 st. tr. 1074 au. tr.	4-5	19	19	12°
NASH Statesman	22	31-37	17-21	30	4°atc	VD	12°@1400	6½°@11½"	P90	Ca	WCD-2061S	4-5½	15	15	10°btc
NASH Ambassador	22	31-37	17-21	30	4°atc	VD	15°@1350	7°@14"	P105	Ca	YH-895-S	4-5½	12	16	12½°btc
NASH Ambassador V-8	17	33-39	17-20	35	5°atc	VD	20°@1200	11°@10"	P105	Ca	2231-S	3½-5½	Au	Au	14°btc
NASH-HUDSON Metropolitan	14-16	30 ± 3	20-24	23-25	11°btc	Ca.P.	7°@1700	12°@16"	P51	Z	30VIG10	1½-2½	15	15	5°btc
NASH-HUDSON Rambler	22	31-37	17-21	30	4°atc	VD	24°@2800	7½°@15"	P100	Ca	YF2014S	4-5½	15	15	10°btc
OLDSMOBILE 88	16	26-33	19-23	30	5°btc	Ca.P.	28°@3450	21½°@16"	N60	RP	2GC	4-5	Au	Au	13½°btc
OLDSMOBILE Super 88	16	26-33	19-23	30	5°btc	Ca.P.	28°@3450	21½°@16"	N60	RP	4GC	4-5	Au	Au	13½°btc
OLDSMOBILE 98	16	26-33	19-23	30	5°btc	Ca.P.	28°@3450	21½°@16"	N60	RP	4GC	4-5	Au	Au	13½°btc
PACKARD & Custom	16	26-33	19-23	32-37	6°btc	VD	16°@2100	10°@12½"	P60	RP	4GC	3½-5½	Au	Au	14°btc
PACKARD Clipper DeL. & Super	16	27	19-23	32-37	6°btc	VD	20°@1200	5½°@10"	P60	Ca	WCFB2232S	3½-5½	Au	Au	14°btc
PLYMOUTH Plaza, Savoyand Belvedere 6	20	39 ± 3	17-20	35	2°btc	VD	7-9°@1350	7-9°@14"	P100	B&B	20633A	4-5½	10	10	12°btc
PLYMOUTH Plaza, Savoyand Belvedere 8	18	26-28	17-20	35	4°btc	VD	17-19°@1900	6-8°@11"	P100			5-6½	Au	Au	14°btc
PONTIAC Chieftain & Star Chief	16	26-23	19-23	33-38	5°btc	VD	30°@3400	16°@15"	N50	Ca RP	Ca-WGD 2207S RP-7006100	4-5	Au	Au	22°btc
STUDEBAKER Champion	20	38-40	17-21	28-33	2°btc	VD	16°@2800	20°@12"	P100	Ca	WE2106S	4-5½	16	16	15°btc
STUDEBAKER Commander	13	28-34	19-23	33-38	4°btc	VD	34°@2900	18°@11½"	P100	St	WW-6-115	4-5½	23-25	23-25	11°btc
STUDEBAKER President	13	28-34	19-23	33-38	4°btc	VD	34°@2900	18°@11½"	P100	Ca	WCFB2219S	4-5½	23-25	23-25	11°btc
WILLYS Bermuda & Custom	20	36-42	17-20	30	4°btc	VD	9°@1675	5°@15"	N90	Ca	WGD2052SA	3½-5½	14	14	10°btc
WILLYS Jeep	20	X	17-20	30	5°btc	Ca.P.	22°@3400	None	N100	Ca	YF938S	3½-4½	18	16	9°btc

ABBREVIATIONS

*—Auto tr., 6°btc.
atc—After top center.
Au—Automatic.
B&B—Bal. & Bal.
btc—Before top center
Ca—Carter
Ca.P.—Crankshaft pulley
FW—Fly wheel.
Ho—Holley.
N—Negative.
P—Positive.
Q—Usage not recommended.
RP—Rochester Products.
St—Stromberg.
tdc—Top dead center.
VD—Vibration damper.
X—Jeep CJ-5 42", Jeep CJ-3B 37-43"
Z—Zenith.

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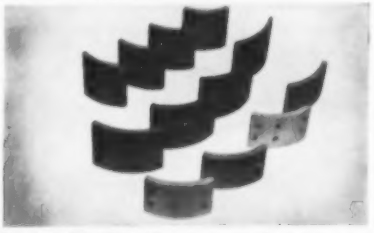

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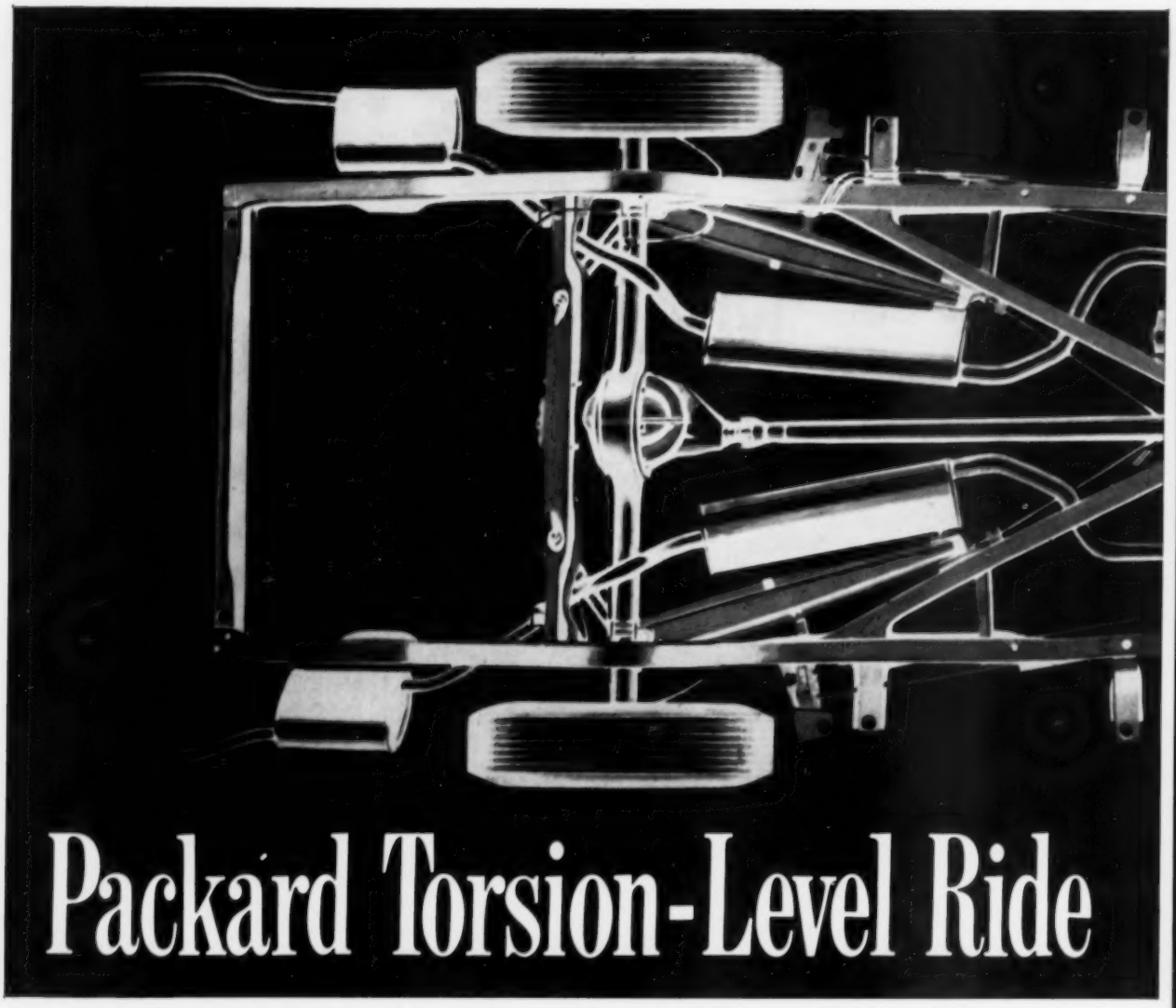

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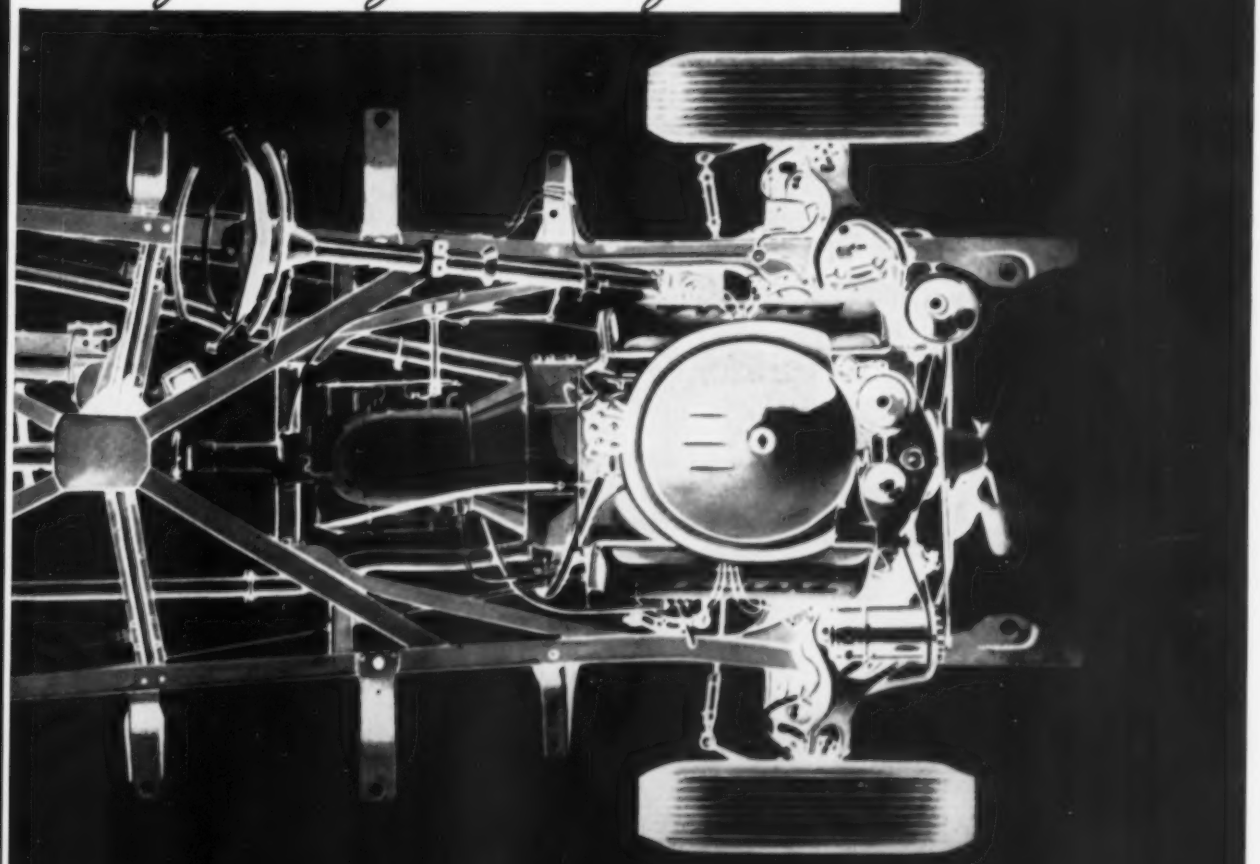


Smooths the Road to Sales

Packard's exclusive Torsion-Level Ride is the most talked-about feature in recent automotive history. A product of the creative engineering for which Packard is famous, it has captured the imagination of the motoring public with its complete elimination of conventional coil and leaf springs, and the amazing manner in which its torsion action absorbs the twisting forces, created by up-and-down wheel movement, before they can reach either frame or passengers.

There's a multitude of other engineering features in the *new* Packard, many as impressive as the ride. The mighty Packard V-8 *delivers more driving force to the rear wheels (torque) than any other American passenger car engine.* Twin Ultramatic Transmission (actually two-in-one) combines the ultra-smoothness of a torque converter with the chain lightning reaction of the geared start.

Packard has a merchandising philosophy that is as modern as its creative engineering. This philosophy revolves around the strong belief that a dealer is entitled to make a living and do some living at the same time. When this sort of attitude is combined with a highly salable product, the dealer has an unbeatable combination.

Wherever you find the Packard name you find

A New Era in Dealer-Factory Relations

PACKARD DIVISION • STUDEBAKER-PACKARD CORPORATION • DETROIT 32, MICH.

Readers are invited to contribute to— SHOP TALK

A column of informal comments about the automotive trade and its problems.

WHEN DAD DIES

When father dies and a young son is left holding the family's automotive business, what happens?

A young son helped answer that question last month while talking with editorial staff representatives. His father, a "Big Three" dealer, had died suddenly, although his health had been declining.

"Dad liked to operate unincorporated, but one of the first things we did was to incorporate," said the son. "Then we rented the building from mother, which means that she'll get an assured income, even though we aren't paying her probably as much as she could get from other people.

"The biggest thing I would say to others who may face what happened in our family is that the son and father both should see to it that the younger man sticks close to his father's desk. It'll save a lot of trouble later."

DAVY CROCKETT ANSWERS

When B. and R. Wilson, Inc. (Ford), Smithfield, N. C., ran a blind ad for someone to take charge of its wrecker service, it never dreamed that Davy Crockett himself would apply for the job.

In addition to 30 responses within five days, the popular Davy wrote from "high on the mountain top in Tennessee."

"I see by your ad in the Smithfield paper you want a helper or wrecker driver. Well, maybe I am the man you want.

"You ask in your ad about drinking habits. I only drink on weekends, don't like store whiskey and only drink white lightning.

"I start drinking on Friday night and most of the time I am okay by Monday morning. I don't think there would be a wreck on the weekend. Now I don't like to be with my woman while drinking.

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 5, Ga.

ACCO products

Manley Presses

"Our MANLEY Press Paid for Itself in 9 Months' Time. Now it gives us a good monthly profit"

Here's How You Too Can Make Money with a Manley Press

• Hundreds of shop owners are making good money on their MANLEY Presses, like the garage man quoted above. With a MANLEY Press you save the time of a man delivering and picking up the work from somebody else. And . . . you save the profit the other shop has to make. You will bring other work in, too, if you have an efficient, easy-to-use MANLEY Press.

MANLEY Presses are made in 25, 40, 60, and 80-ton capacities for manual or air operation. Features such as bolted construction, open design, self-locking table, positive ram control which can't be overloaded make a MANLEY Press your best buy.

5 MODELS MANLEY TRESTLES
(from 2 to 10 ton capacities)
Make every job easier, faster, safer

ACCO Manley Division
AMERICAN CHAIN & CABLE
York, Pa., Chicago, New York, Portland, San Francisco, Bridgeport, Conn.
The Best Equipped Shop Gets the Profitable Business

Let us tell you MORE!

MANLEY DIVISION SAJ
American Chain & Cable, York, Pa.
Please send literature and prices on MANLEY Hydraulic Presses and MANLEY Trestles with name of nearest Distributor

Name_____
Address_____
Town_____ Zone____ State____

Easy "Pay as you Profit" plan lets an Alemite on-the-car wheel balancer go to work for you!

IT PAYS FOR ITSELF!

Shows amazing profits in just a few weeks!

Builds traffic, helps sell tires, too!

Now you can own a new Alemite On-the-car Wheel Balancer the easy way. A small down payment, and then the wheel balancer is on your pay roll! Just one job a week meets the easy payments!

8 out of 10 of your customers' cars *need* wheel balancing. And you get a big bonus because you make more tire sales, too!

Only the Alemite On-the-car Wheel Balancer balances everything from hub cap to casing all at once — up, down and even dynamically (side-to-side)! No complicated attachments!

Exclusive Vue-Scale Meter shows your customers the need for wheel balancing — *proves* wheels *are* balanced once the job is done.

FREE demonstration proves it! Your Alemite representative will show you just how easy it is to take advantage of this money-making opportunity. And he'll see to it that you get the big promotion kit that puts you in the wheel balancing business—ties you in with Alemite national advertising in the Saturday Evening Post. Call him TODAY!

HERE'S WHAT OWNERS SAY ABOUT ALEMITE ON-THE-CAR WHEEL BALANCER!

"Net profit paid for my balancer in just 110 days!" *J. S., Oregon*

"I'm a small dealer and had doubts . . . but in 3 weeks my Alemite Wheel Balancer made me $174.00 profit . . ." *G. F., Louisiana*

"It has helped increase service sales, enables us to completely satisfy customers on front end complaints." *N. W. Y., New York*

"Keeps up customer return . . . stimulated sales of tires . . . average about three jobs a day. One of the best investments we have made!" *I. J. D., Vermont*

"The most profitable piece of equipment I have in my place of business!" *R. E. S., Washington*

"In this one year I have made over $2,000 of profits from this unit, which does not include the tires it has helped me sell!" *M. W., Louisiana*

ALEMITE

A PRODUCT OF SW STEWART WARNER

1826 Diversey Parkway, Chicago 14, Illinois

so I would like to have Tuesday, Wednesday and Thursday off to be with her.

"I curse only when mad, and I can't think of anything that would make me madder than for the phone to ring in the middle of the night and some guy driving 80 or 90 mph had cracked up and wanted me to come out at that time of night and pull him in.

"If I can get the job, let me know by return mail and I will get someone to teach me to drive."

Brack Wilson, owner of the firm, suspected that the letter had been written by Howard Benton, Benson, owner of Benton Card Co., so he addressed his reply to Davy Crockett at Benton's address.

So far Davy has not responded.

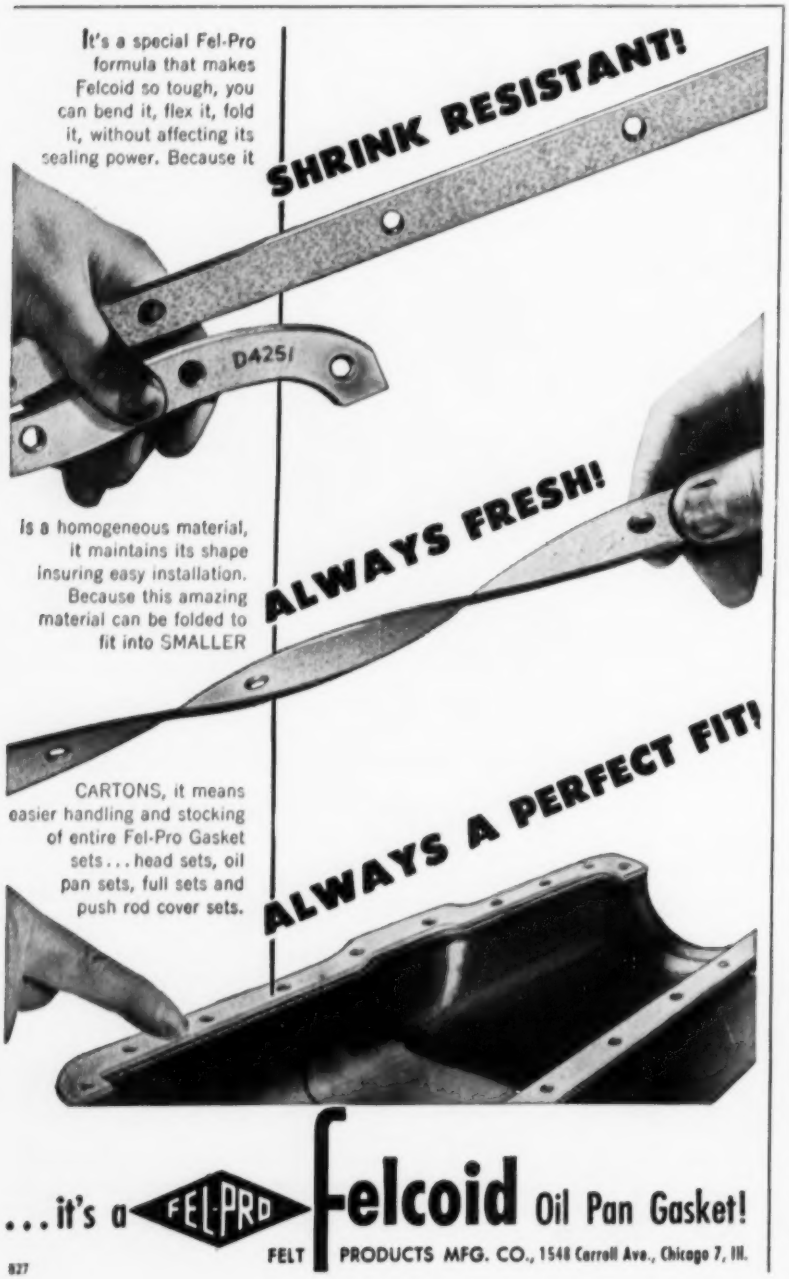
WANTED A LITTLE RUM

Grand Central Station in New York doesn't offer a wider variety of things than what you might expect to find in showrooms over the South. There was one with a new twist in Gainesville, Ga., the other day. Listen to Clell Sawyer of Sawyer Motors, Inc. (Dodge-Plymouth):

"The man said he wanted to take a ride in a demonstrator. We asked what type of car he was interested in. He said it didn't matter, he just wanted to take a ride at once. We insisted on knowing what kind of car he had in mind.

" 'Oh, I'm not interested in buying a car. I just want a ride across the river to get a quart of white lightning,' came the reply.

"If we had taken him to get the booze, the police might have confiscated our demonstrator!"



IN RE FORD STOCK

One of the most successful Ford dealers in North Carolina, situated in a primarily rural area away from the larger cities, was talking about the looming offer of Ford Motor Co. stock to the public.

"What I'm afraid of," said he, "is that a lot of people will rush to buy it. Some will be little people who have only $2,000 to $2,500 to invest.

"Then when the time comes that the stock drops a couple of points, people like the ones I'm thinking of get scared and hurry to sell. They then lose some money and they turn the bad taste from that experience against the product of that company. That's where we dealers may get hurt for awhile until the stock has been on the board long enough to become just another 'blue chip.' People don't seem to mind so much when the 'blue chips' go up and down a bit."

THE MECHANIC SCARCITY

Last month SAJ published reports from over the South and Southwest pointing up what we all know: Skilled mechanics are about as scarce as Confederate bills—bills worth their face value, that is. Too late for publication came this comment from a Georgia garageman who asked that his name not be used:

"I have been afraid to buy new equipment and expand my business for the past seven years because of the shortage of skilled mechanics—men who have or who are willing to make it a profession.

"Many of the young men seem to want to know what makes the vehicles tick but are not willing to work and study hard to know. This

You'll get the start of your LIFE... with a NEW EXETER 4 BATTERY

"THE BATTERY WITH 9 LIVES"

LIFE

OF CAR

Under average ownership

or 4 YEAR GUARANTEE

Starting Power 150 to 170 Amperes

LAHER ANNOUNCES the beginning of production of "AMERICA'S FINEST" battery—the EXETER 4—companion battery to the famous EXETER, which in 10 years has built a reputation second to no other battery in the high-price car and **commercial field**. Now comes the EXETER 4 with starting power **150** to **170** Amps.—sold with a written guarantee for LIFE of car under average ownership of 4 years.

HERE ARE THE RESULTS of a test just completed with an EXETER 4 battery in stock for 2 weeks, on a 6-cylinder 4-year old Chrysler.

The New EXETER 4 Battery started this Chrysler 15 times—each time before discharging battery by disconnecting ignition and turning over starter.

Here is the AMAZING TEST—proof that the new EXETER 4 is America's Finest Battery!

1. Turn over engine 16 minutes	rest 5 minutes
2. Turn over engine 3 minutes	rest 5 minutes
3. Turn over engine 2 minutes	rest 5 minutes
4. Turn over engine 1 min. 15 secs.	rest 5 minutes
5. Turn over engine 1 minute	rest 5 minutes
6. Turn over engine 50 seconds	rest 5 minutes
7. Turn over engine 45 seconds	rest 5 minutes
8. Turn over engine 30 seconds	rest 5 minutes
9. Turn over engine 20 seconds	rest 5 minutes
10. Turn over engine 20 seconds	rest 5 minutes
11. Turn over engine 15 seconds	rest 5 minutes
12. Turn over engine 14 seconds	rest 5 minutes
13. Turn over engine 10 seconds	rest 5 minutes
24 HOUR INTERMISSION	
14. Turn over engine 1 min. 15 secs.	rest 5 minutes
15. Turn over engine 25 seconds	

LAHER offers a complete line of batteries designed and engineered for TODAY'S more powerful modern cars, trucks & busses.

ST. LOUIS, 2131 Locust St. ● OAKLAND, 2615 Magnolia St. ● PITTSBURGH, 4024 Liberty Ave. ● MEMPHIS, 300 Madison Ave. ● KANSAS CITY, 1630 McGee St. ● LOS ANGELES, 807 E. 8th St. ● FORT WORTH, 610 Florence St. ● SAN FRANCISCO, 98 - 12th St. ● SALT LAKE CITY, 541 So. State St. ● SEATTLE, 714 E. Pike St. ● PORTLAND, N.W. 15th & Davis ● SPOKANE, 1319 W. Second Ave. ● SACRAMENTO, 1217 - 16th St.

QUALITY · SERVICE · SINCE 1908

knowledge certainly won't come by any other way. About six years is required to thoroughly train a man."

MECHANIC SHORTAGE?

Miami 35, Fla.

Gentlemen:

I just received the August, 1955, SAJ and need I say I was shocked at the report on mechanics and the so-called "scarcity."

Now let's face it, shall we? First I want to give you my point of view:

I live in my home state, Miami, Fla. As you can see by my letterhead, I had my own shop and the hardship I had in getting help, "sober help," could fill a book. However, I had to give up the shop and find myself a job. I did, but come summer I got the same sad story — no work.

Okay, so I find myself a job in a gas station with a salary plus commission, but I am not a gas station mechanic.

You pick up the newspaper want ads and you will find that not one dealer has a job to offer. Why? Because come winter all the snowbirds flock in and work for little or nothing, just so they make their expenses, so they can spend the winter here.

Now come summer, some stay on, the floaters come and go. Now where is the fairness to me — to our own people, "mechanics" that have homes and families here and taxes to pay? What happens to the money the floaters take away from Miami?

All in all, I can say please print this under "Wake Up, Dealers" about myself.

I am considered a first-class general mechanic. I have the best of tools — about $5,000 worth — and have the know-how. I have worked for Railway Express and some other truck fleet companies, am sober, honest, reliable and nice to get along with. You can send me an answer if you don't print it. Thank you in advance.

JOSEPH E. FAIR,
2295 S.W. 9th Street

FREAK FIRE IN TEXAS

Jasper, Texas

Gentlemen:

A customer recently left his car with us for repairs and after finishing with the car, it was parked outside our building. Later in the day someone noticed smoke coming from inside the car.

Upon investigating, we found the headlining above the rear seat was afire. The customer's wife had left a mirror up behind the rear seat and the sun, shining at just the right angle and reflected by the mirror, had started the fire.

Under different circumstances, the car might have been totally burned, but due to our noticing the smoke, only about a six-inch circle of the headlining was burned.

C. HOLTON,
Holton's Service Station
and Garage

Carolinian Hires Paxton

Horne Motors, Inc. (Ford), Orangeburg, S. C., has employed as sales manager John M. Paxton, former sales promotion and training manager in Ford's Charlotte, N. C., sales office. Paxton, a native of Matthews, N. C., attended Wake Forest College. He joined Ford in 1941.

YOUR CUSTOMERS KNOW THEY HAVE "PRESTONE" BRAND ANTI-FREEZE—*They're Set...Safe...Sure!*

The GREEN TAG you attach to the radiator filler neck is your way to assure your customers that you have installed "Prestone" anti-freeze. They'll appreciate this because

—you've given them the best anti-freeze protection they can buy. No freeze-ups, no boil-away, no foam-off, no rust formation all winter long.

—they have 6-way safety with "Prestone" anti-freeze. No other anti-freeze gives this same complete protection.

—they can count on you for the top-quality, nationally known products they want.

Car-owners everywhere will be hearing about the GREEN TAG this year in "Prestone" anti-freeze advertising over radio and television, in newspapers and magazines. Be sure to attach the GREEN TAG every time you put in "Prestone" anti-freeze. Your customers will be looking for it.

"PRESTONE" ANTI-FREEZE

BRAND

The terms "Prestone" and "Eveready" are registered trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY • A Division of Union Carbide and Carbon Corporation • *30 East 42nd Street, New York 17, N. Y.*

Dear Bill,

Yeah, man, we still have our regular service meetings, just like when you worked here. And if you think the Bull-of-the-Woods has run out of "horrible examples" to keep the shop on its toes, you don't remember him very well.

Back in the early days of the dealership when he was more of a glorified shop foreman than a service manager, he could glance over your shoulder and somehow see where you'd got the cart before the horse on some mechanical operation or other, and then bring it up at the service meeting without mentioning any names so no one else would make the same mistake and cost himself and the shop money through loss of time.

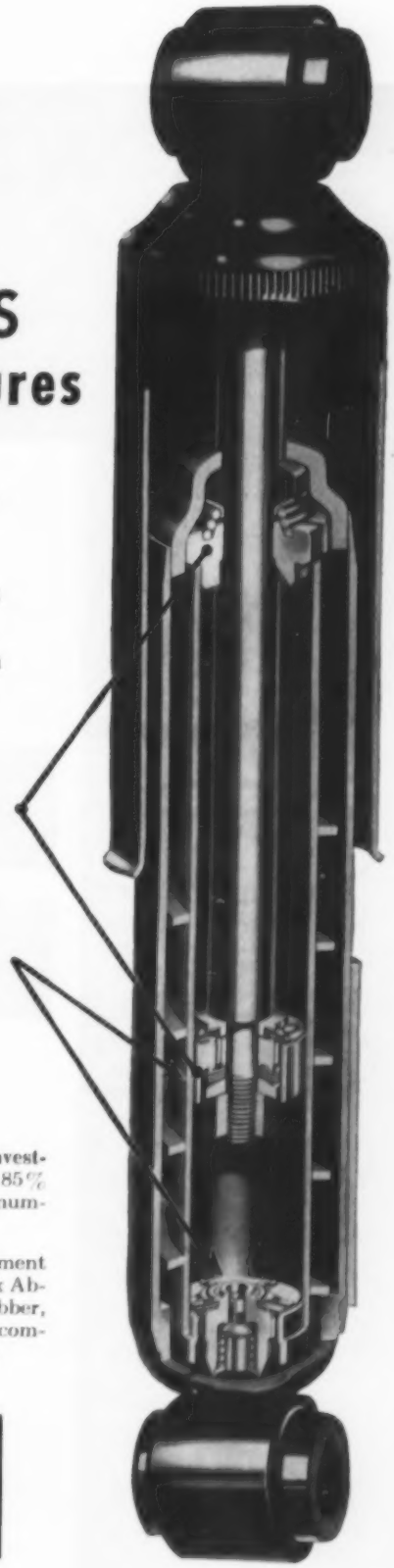
Now that the shop is several times larger than it was, he has to spend more time keeping his finger on the pulse of the shop operation rather than the mechanic's techniques, but he can find a new twist for the service meeting that surprises us and sometimes saves more time than a mechanical technique or shop practice.

For instance, he found that we were getting careless with the dispatcher's time, and he spent a couple of days checking on these losses and then showed up at the meeting with a list of time losses of the mechanics' time that resulted from our fouling the dispatcher and delaying his calls.

Of course it wasn't nearly so funny when we found that the delays we caused the dispatcher were costing *us* loss of time—for he is on salary and we are on flat rate—but the Bull found the exact instances and proved it to us. Now we look at our "squawk box" with a new respect and figure the intercom system as an important tool to our jobs, same as any wrench or machine we have.

First off he found why the dispatcher had to keep calling back to get a repeat. Several of us had the habit of turning our head away from the box after making a call, and talking out towards the shop instead of into the instrument. The dispatcher thought he was getting deaf. He'd clearly catch the original identification and then got a mumble he couldn't "read." The call-backs for a repeat added up terrifically during a day's time, resulting in a build-up of other calls which were delayed while he got the repeated call. The old man then checked on the delays the

How new MOOG *Gusher-Action* SHOCK ABSORBERS end premature shock failures



BEARING SURFACES AND VALVES in Shock Absorbers are subject to severe abuse and wear—even under *normal* driving conditions.

Long before these vulnerable parts fail completely, worn bearings and valves affect steering, safety and comfort.

Two exclusive Moog features eliminate weaknesses often responsible for early failures in other Shock Absorbers:

GUSHER-BEARINGS contain millions of tiny pores . . . "breathe" lubricating oil at wear surfaces inside Moog *Gusher-Action* Shock Absorbers . . . for longer life!

METER-ACTION VALVES automatically regulate the flow of fluid in Moog *Gusher-Action* Shock Absorbers to compensate for load and road . . . for smoother ride!

Here's the Product and Program from the Chassis Parts Leader — MOOG!

Dramatic "Gusher-Bearings" and "Meter-Action Valves" set new standard for Shock Absorber performance . . . featured on the carton to bring you extra volume—extra profits!

Power-Packed Merchandising Program . . . greater than the highly successful Moog "Gusher-Bearing" Tie Rod End Promotion!

Full Coverage with Minimum Investment . . . five numbers cover 85% of your market . . . just 24 numbers in entire line.

Order the fast-moving assortment of Moog *Gusher-Action* Shock Absorbers from your Moog Jobber, headquarters for the most complete line of Chassis Parts.

GUARANTEED FOR 15,000 MILES OR 1 YEAR

No stronger guarantee is provided in the industry because you can't buy finer Shock Absorbers than Moog *Gusher-Action!*

MOOG
A GREAT NAME IN AUTOMOTIVE MAINTENANCE

MOOG INDUSTRIES, INC.
ST. LOUIS 14, MO.
GHQ for Chassis and Suspension Parts

other men had during the day and showed them how they could be charged to this back-of-the-head conversational habit.

Mechanics absent - without - advising-dispatcher delayed passage of jobs through the line while they were being paged.

Arguments, wise cracks, parts orders without repair order number at hand, etc., all added up for their share of delays. When he added up the little losses for the week, he proved that one good mechanic worked the six days for nothing. Of course this loss was divided between all of us, but none was happy to make his contribution out of the weekly paycheck, so we've decided to get on the ball.

Now that we've seen how our goofing up a car-handler, partsman, service salesman, dispatcher or foreman who is on salary can actually be charged back to our paycheck as the delay spreads out across the shop operation, man, we're thinking twice before we do it!

Yrs, Ed.

COOL PROFITS are yours when you sell the ORIGINAL KOOL KOOSHION

SINCE 1920

Look for the KOOL KOOSHION Label

For 35 years the BEST MADE and FASTEST SELLING auto cushion in the world. It will outwear any cushion on the market today.

GALVANIZED WIRE Won't rust or sag

"SIT YOUR CUSTOMERS ON A BREEZE"

VENTILATED TO PREVENT PERSPIRATION

KOOL KOOSHION is durable and comfortable. It's sturdy, patented construction of tempered spring galvanized wire is soft and will not flatten out or rust. It is covered with beautiful vinyl netting and carefully engineered and made by veteran craftsmen.

NEW KING-SIZED CUSHION

Order our NEW big KING-SIZED KOOL KOOSHION. A large 22½-inch wide seat. This is our 35th Anniversary improvement to the KOOL KOOSHION line. The new KING-SIZED is COOLER, CLEANER, SOFTER and more COMFORTABLE.

DEALERS

See your jobber now! He can supply you with the type and size you want.

KOOL KOOSHION MANUFACTURING COMPANY OKLAHOMA CITY, OKLAHOMA

BE SURE YOU GET THE GENUINE KOOL KOOSHION

To Check Choke Housing On Plymouth V-8 Carb

THIS information on inspecting the choke housing on Plymouth V-8 carburetors appeared in a recent issue of *Plymouth Product Information News:*

When servicing V-8 Plymouth cars, it is a good idea to check the carburetor choke housing for proper setting. There are two possible settings on 1955 models.

On all 157hp engines, with two-barreled carburetors, and 167hp engines with carburetors marked "2259S," "2260S" or "2261S," the choke housing should be set two marks lean. Two-barreled carburetors in current production, which are marked "SA" or "SB" following the number, should be set at the center index mark.

The choke housing of the four-barreled carburetor should be set at center index mark. Proper setting of the choke housing helps provide a balanced air-fuel mixture and avoids the conditions which may occur due to an excessively lean or rich mixture, such as hard starting, "loading" and over-choking.

Chevrolet Molding

(Continued from page 61)

attaching nuts is gained by removing rear quarter arm rest and access hole cover. On convertible electrically-operated windows, disconnect rear quarter window regulator and prop window in the up position. To install, reverse the removal procedure.

30.—Rear fender crest emblem and ornament:

The emblem and ornament are installed to the rear fender with locking nuts. Access to the locking nuts is gained by removing quarter arm rest and access hole cover. To install, reverse the removal procedure.

31.—Rear fender rear ornament:

The molding is secured to the rear fender panel with tee bolt and clip assemblies. To remove molding, reach up under the rear fender panel. To install, reverse the removal procedure.

W. J. Cameron Succumbs

W. J. Cameron, 76, close friend of Henry Ford and spokesman for him and Ford Motor Co. for over 20 years, died from a heart ailment last month. He had retired from the Ford organization in 1944.

Ford opens new "windows" to lift your service sales

New picture-window packages for fast-moving Ford parts . . . New draw-string cartons for oil filter elements prove to Ford owners that you have their interests at heart . . .

GENUINE FORD SPARK PLUGS

GENUINE FORD DISTRIBUTOR POINTS

GENUINE FORD CONDENSERS

GENUINE FORD OIL FILTER ELEMENTS IN A SPECIAL DRAW-STRING PACKAGE

So there can be no doubt in the minds of your Ford customers

. . . Ford is now putting its parts inside distinctive picture-window packages.

They're easy to show and they never stop selling. Display them on your counters. They remind the Ford owner of service jobs which should not be delayed. And they give him confidence that you're the man to do them. Ford owners like to keep their cars all-Ford. Ford owners trust the man who carries genuine Ford parts to do a top quality service job.

Stock up on these new display packages and watch your service sales climb.

GET THIS SIGN . . .

Display a Genuine Ford Parts oval and bring in more Ford business. Ford owners watch for it. Mail the coupon for the full story.

GENUINE Ford PARTS

PARTS AND SERVICE SALES DEPARTMENT
Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

FIRM NAME _____

INDIVIDUAL'S NAME _____

ADDRESS _____

CITY _____ STATE _____ J

Want more facts? Use Reader Service Card Page 106

'56 Lincoln Carb

(Continued from page 62)

steering wheels, engineers tow crash cars into a heavy timber barrier or into another vehicle at a predetermined speed. Sensitive electronic attachments fixed to the lifelike dummies riding in the crash car record the force of the blows they receive in the accident. Safety door locks were tested by heavy impacts against critical points on the body which normally cause the doors to fly open.

All 1956 Lincolns will be equipped with a safety-flex steering wheel whose four spokes provide 3½" of energy-absorbing "cushion" between the outer rim of the wheel and the recessed top of the steering column. This "cushion" helps absorb the force of the driver's body should he be thrown forward.

The new steering wheel came out of a long series of experiments during which sandbags were slammed against various column-spoke combinations until the proper wheel was developed.

New safety, double-grip rotor-type door locks also are standard on the new Lincoln. Crash tests have shown these locks will withstand three times normal impact in collisions before opening.

Safety seat belts are offered as optional, extra cost equipment. Available for the driver and passengers, they are firmly anchored to the underside of the floor pan with 3"-long reinforced steel plates. The seat track itself has also been strengthened to help prevent the seat from leaving the track in a crash.

A new, improved air-conditioning system, which delivers 13% more cooled air to passengers, is offered as optional equipment.

The new system delivers 258 cubic feet of fresh air every minute, providing complete change of air in the car approximately every 55 seconds.

The added air movement is made possible by the new 12-volt electrical system incorporating new high capacity blower units.

The Lincoln air conditioner also features a new electric clutch, which disengages the air compressor when not in use.

Four adjustable directional registers in the headliner send the cooled, dehumidified air into any section of the fiber-glass-and-aluminum-foil insulated passenger compartment.

To accommodate the weight of the unit, each air-conditioned car is specially equipped with larger, 820 x 15 tires, to maintain high standards of comfort and safety. Heavy-duty springs, shims, shock absorbers, and a special radiator are also included.

Tinted glass is installed to reduce heat penetration from the sun.

Since when have YOU Compared *Quality* of RUBBER CAR MATS?

Entrance mats for floor protection.

HIGH QUALITY in material, design and workmanship is a big sales advantage you always have in Monkey Grip Feather Flex auto Mats. Check these features — Compare, and see the difference.

- ✓ All new live rubber for better looks — longer wear
- ✓ Borders that protect rugs from water and slush
- ✓ Deep grooves with sharp wiping edges that clean shoes easily.

Fit floor areas of all cars.

These and other quality features help you sell more Auto Mats — and serve your customers better!

For all standing jobs in Home, office and shop.

There's BIG VOLUME and PROFIT in MONKEY GRIP *Feather Flex* AUTO And All Purpose MATS!

Traction for tires in mud, snow or sand.

MONKEY GRIP

GET THE COMPLETE QUALITY STORY...

Write for sales literature and other information.

MONKEY GRIP SALES CO. P. O. BOX 6170 DALLAS, TEXAS

Dealers Give 8,079 Cars To Teach Drivers

NEW-CAR dealers furnished 8,079 cars, valued at more than $16,000,000, during the 1954-55 school term to the nation's high school driver education programs, the Inter-Industry Highway Safety Committee reported.

"Annual increases in the number of cars provided have swelled the total to almost double that of six years ago," said A. vanderZee, chairman of the committee and vice-president of Chrysler Corp. "The total of 8,079 was 779 more than the number made available the preceding year."

how to

MAKE TIME

on a paint job

USE

ARCO 45*

the automotive enamel
that air dries
for delivery
in any weather
in

45 MINUTES

...for two-toning new cars
...panel repair...and
complete refinishing!

ARCO PAINTS
Quality... SINCE 1881

* TRADE MARK

TESTED FIRST TO *LAST!*

Mail Coupon For Information and Color Card on Arco 45.

THE ARCO COMPANY, Dept. 103
7301 Bessemer Avenue
Cleveland 27, Ohio

Gentlemen: Please send me complete information on Arco 45.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Big Volume, Small Town

(Continued from page 38)

service manager—or if it is a mechanic's personal account, the mechanic—contacts any customer who fails to come in for 60 days. The first contact is usually by telephone; the second in person at the end of 90 days.

On the personal contact every effort is made to learn the real reason the customer has not been in, and to correct any real or imagined grievance. These personal contacts are continued as long as there appears to be any chance of bringing the customer back.

The monthly sales meetings of both the new- and used-car sales forces hear pep talks on the importance of selling service.

"No car," they are told, "is any better than the service the customer can get on it. When you have sold every other point and brought your prospect right up to the edge, but still can't quite push him over, sell him the service department. It has closed many a deal after every other argument had failed."

The importance of selling the prospect who is driving another make of car and not yet ready to buy is also emphasized at sales meetings. It is pointed out that if they can get him to bring his present car in regularly for servicing he will be forming the habit of doing business with Gaddy and more than half sold before he is ready to trade.

A careful check is kept on the daily service sales summary and service is plugged in the company's radio and newspaper advertising at the first indication of any slack.

Specials are used exactly as they are in merchandising a store. These are usually a flat price representing a reduction of 10 to 15% of the flat rate labor charge. During these specials a 10% discount is also allowed on Chevrolet and Buick parts, but not on parts for any other make.

Twenty-four-hour wrecker service and complete confidence of the insurance adjusters over a wide area are important factors in building service business, even though the amount of business directly resulting from these is small. A high percentage of customers who come in for the first time when they are faced with an emergency become regulars.

Flat rate charts are used exclusively for pricing of all jobs covered by them. Mechanics work on a guaranteed salary plus commission, and receive a week's vacation with pay each year.

DON'T LOSE RING JOBS

USE CONTINENTAL

CHROME-FLEX STEEL-FLEX

PISTON RINGS

. . . unequalled in value, unsurpassed in performance. Don't ever take a chance on losing a ring job simply because the cost is just a few dollars more than the customer can pay. When you want a fine piston ring inexpensively priced—giving your customer the best possible job, at the least cost—use Continental Piston Rings.

At a considerable saving, the performance of Continental Steel-Flex or Chrome-Flex Piston Rings will equal or better that of any other piston rings on the market today.

Continental

THE ONLY COMPLETE RING LINE

MADE IN THE SOUTH BY SOUTHERNERS

CONTINENTAL PISTON RING COMPANY

MEMPHIS, TENNESSEE

'55 Plymouth Powerflite

(Continued from page 57)

reverse piston assembly and reverse band, levers, strut and shaft. Check for binding, dirt or excessive wear.

Miscellaneous Diagnosis Procedures

1.—Starter will not energize: Adjust gearshift linkage. Test neutral starter switch. Inspect manual valve lever for proper engagement.

2.—Hard shifting into neutral: Check operation of neutral starter switch and inspect manual valve lever.

3.—Hard shifting into reverse: Check operation of back-up light switch and manual valve lever.

4.—Oil foams from filler tube: Check fluid level in transmission. Inspect transmission breather vent.

in filko caps and rotors...

the Quality Glow

of chemurgic perfection!

AN AURA OF CROWN JEWEL QUALITY surrounds every Filko cap and rotor. Each one reflects Filko's brilliance in the application of modern chemurgic progress of Crown Jewel design and production.

Filko phenolics are specifically compounded to maintain the highest dielectric resistance under all operating conditions. Special enriched formulas are used for severe heavy service demands. Matchless Filko facilities automatically precision-process each jewel to assure maximum density and uniformity.

Thus, Filko's **specific specialization** is your assurance of the ultimate in high speed—high tension service life. Whether your needs call for ultra precision Matched Sets...or individual replacement caps and rotors—with Filko...all are truly the "Crown Jewels of Perfection"!

more than a replacement part ... a true improvement in ignition

F. & B. Mfg. Co.
4248 W. Chicago Ave. Chicago 51, Illinois

Warehouses in: Los Angeles, Oakland, Miami, Fort Worth, New York, Boston, Cleveland, Atlanta, Lubbock, Little Rock.

G-1109

Repair Orders Can't Hide

(Continued from page 39)

filing would be a matter of personal choice.

All filing is done in spare time by Byron Rollins, service salesman, who says that in 15 minutes he can dispose of a day's repair orders, provided he has not permitted the previous day's orders to accumulate. A shop-made rack contrived by Rollins expedites the daily filing chore. This rack hooks over the top of a filing drawer door and supports a sheaf of repair orders in position for easy reading.

"A customer can tell within about a month when he was in the last time," Horsfall continued.

"Some of them can tell you the week, some the exact day. Even if a customer is all wrong and misses his guess by a month, it is not difficult to locate his last repair order with this system.

"With this method we have saved from 300 to 400% of the time required in filing those tickets. We used to have the repair order file in the office, assigned to a girl who had seven other things to do and the best any girl ever did was let them stack up until they were in complete disorder and it was impossible to find any one repair order.

"We had to do something about this situation, so we worked out this system."

How does he know the time saving realized is 300 to 400% and how much filing time was required before introduction of this system?

"Well, to be honest, I don't know," said Horsfall. "Actually, before we installed this procedure, a very limited amount of time, if any, was devoted to filing repair orders. Maybe I should say we saved 300 to 400% in time required to find one certain order.

"I've been in this business for 34 years and this is the first system I ever saw that actually gets the job done. It works. We can find an order quick, whereas it used to be we couldn't find an order at all. So as far as I am concerned the 300 to 400% can stand. It's a good figure, anyhow, to use in describing this system."

No matter what the make, model, or year, there's a Pratt Muffler for *every* car, truck and tractor. There's more profit with Pratt because Pratt has a complete line of exhaust system parts including a broad coverage of dual exhaust systems, parts, Engineered and Fiberglas-Packed Hollywood-type Mufflers. With Pratt you are always ready and able to sell *any* vehicle you service. In addition, Pratt puts its merchandising to work for you with muffler and tail pipe stocking display racks and muffler removal sets. So see your Pratt Jobber or write to Pratt direct.

PRATT preferred MUFFLERS

TAIL & EXHAUST PIPES

PRATT INDUSTRIES, INC. 1600 S. Ashland Ave., Chicago 8, Ill.

Dealers Out of Step

(Continued from page 49)

have difficulty getting back into harness after the easy going of the lush years. Our young people get out and push hard to put over sales contests. We had a 33⅓% gain in our May-June contest on used cars, a 25% gain on new cars.

I think it is time for many of the oldtime dealers either to try to get back into harness or give way to younger dealers with inspiration, imagination, drive and courage. Young dealers would carry the automobile business forward to new records.

You hear dealers complaining about the factories. Fully 95% of the suggestions made by a factory to a dealer are acceptable. No factory would knowingly want to hurt a dealer. What sense would there be in that?

No, it is we dealers who have got to recognize that if we are to meet present-day conditions, we have to spend more time with our businesses, we've got to give it more of ourselves.

If you want to know what is going on, if you want your employees to feel you are with them, if you want your customers to believe you are as dependable as you say you are, stick around.

ANOTHER PYROIL FIRST

the "PYROIL PUSHER"

AND IT'S F-R-E-E!

with every case of 3-oz. PYROIL "A"

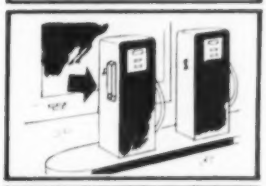
Puts PYROIL at your finger tips ... and saves steps

Puts PYROIL where drivers see it ... and buy it

PYROIL, first sold in 1929, was the world's first engine additive. Others have copied Pyroil's claims. Others give you some of Pyroil's advantages. But Pyroil, and only Pyroil, gives and guarantees *all* these features:

★ **Greater horsepower** ★ **Smoother performance**

★ **Higher gas mileage** ★ **Longer engine life**



PYROIL "A"

- Lubricates valves, stems, guides, and upper piston rings and cylinder walls
- Frees stuck valves and keeps them from burning
- Protects against friction, wear, rust and acid attack in upper engine
- Removes carbon and lead deposits. Prolongs spark plug life. Prevents pre-ignition ping
- Increases compression. Restores power and life to engine
- Leaves film on upper engine parts. Prevents dry metal to metal starts
- Rustproofs complete exhaust system (muffler and tailpipe)
- Increases oil and gas mileage

PYROIL "B"

- Lubricates valves, stems, guides, and lower piston rings and cylinder walls
- Frees hydraulic valve lifters and keeps them quiet
- Protects against friction, wear, rust and acid attack in lower engine
- Removes varnish and gum deposits. Keeps lower engine clean. Increases car life.
- Increases power and snap. Makes engine run smoother, faster
- Leaves film on lower engine parts. Prevents dry metal to metal starts
- Keeps moisture from condensing on metal surfaces
- Reduces operating costs

Compare Them ALL . . . Choose the best, the safest . . .
. . . You'll decide on PYROIL "A" and "B"

Order your FREE "PYROIL PUSHER" from your jobber today. Quantities limited.

PYROIL

PYROIL COMPANY, INC., La Crosse, Wisconsin, U.S.A. Toronto, Canada

SUPER LUBRICANTS • WORLD FAMOUS SINCE 1929

Modernizing Pays Off

(Continued from page 41)

worked on. They can exit to the right without backing out.

There is a chain hoist running the full length in front of the four stalls, with four chain hoists on this 40' long hoist. Thus four cars can be hoisted at one time.

By this layout it is obvious to see that each of the five stalls has the equipment handy for the type work. In a sense this is a means of departmentizing in a small space. This saves lost time that otherwise would be spent in chasing tools and waiting for equipment to be turned loose by a mechanic already employing them.

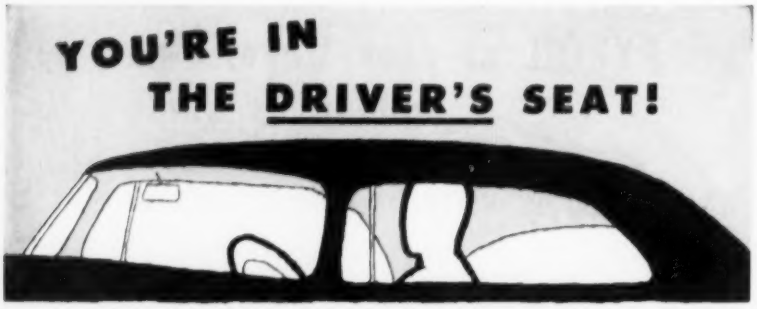
"This is one way to ascertain the amount of equipment it requires to operate a service garage," said Ward. "When any stall that's vacant is used for the next job, the garageman is prone to try and operate with less tools and equipment than he actually needs."

Of course, the other departments are more or less contained, and each one is fully equipped, with little opportunity of borrowing tools from them.

Because of the volume this garage turns out, two outdoor set-ups are utilized—one for wash and lube, the other for wheel alignment and wheel balancing. Both are protected by a sheet metal roof. Frame straightening and all heavy front-end work are done in the regular front-end stall alongside the paint shop.

This shop employs four line mechanics, one lube man, two body men, two paint men, one front-end man, three helpers and utility mechanics and one bookkeeper, besides Ward.

The shop has two frame-straightening machines, three power lifts, motor analyzers, a complete body shop, wheel press, balancing machine and tire skimmer.



michigan
Hi-Therm
engine bearings

Yes—your customers buy what you recommend. With Michigan Hi Therm Engine Bearings you can recommend original equipment quality proven in continued use for over 30 years by leading manufacturers. And—with Michigan's LAC* factor you can sell at a profit instead of a loss.

SPECIFY MICHIGAN HI THERM

Made to the same original equipment specifications as the bearings we supply to leading car, truck, and tractor manufacturers.

*LOWER ACQUISITION COST

DETROIT ALUMINUM & BRASS CORPORATION

DETROIT 11 MICHIGAN

Tombstones and Mites

(Continued from page 47)

scene of the equipment's use, being employed for cleaning machinery, skylights, walls and floors. Not long ago it was called on to remove about an inch of grease from a floor of a building which had housed a car dealer's service department.

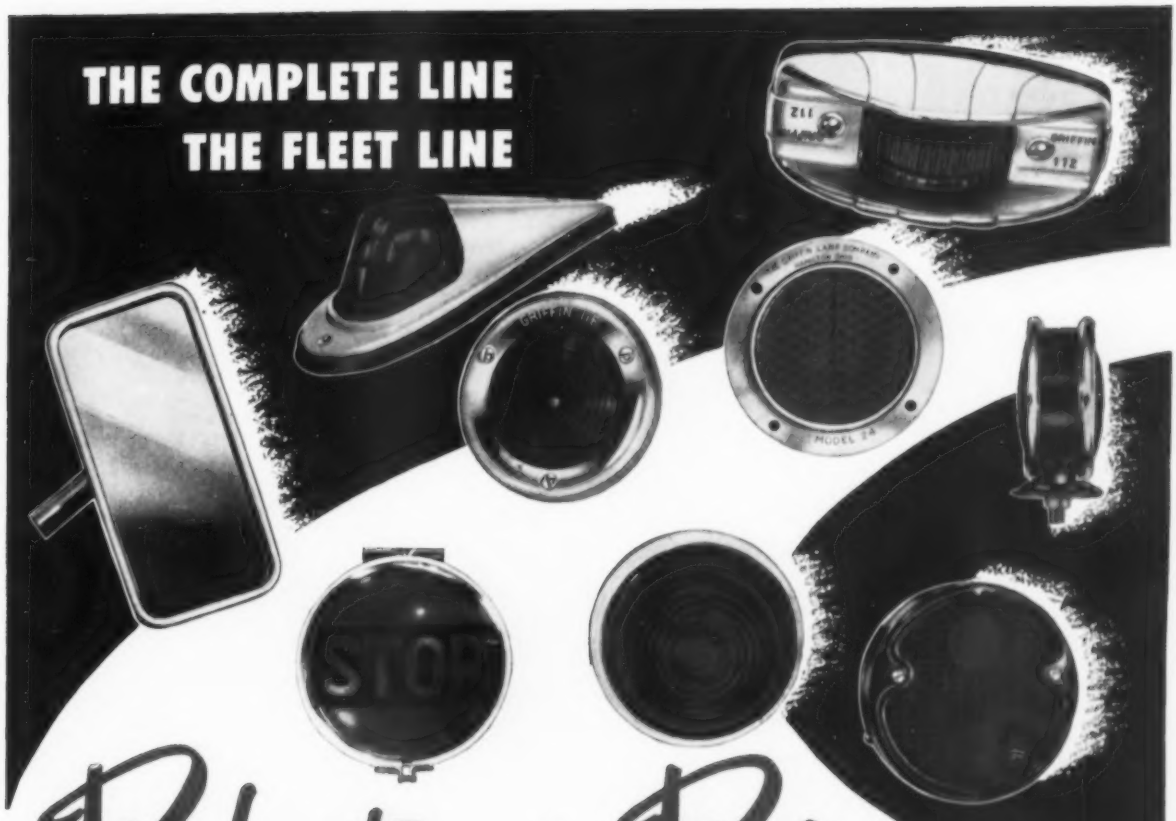
Sometimes a customer—another automotive repairman—wants a gasoline tank steamed out to vaporize the gas residue before he welds it. With proper attachments and chemicals it has been called on for radiator purging, using alternately hot and cold water to break corrosive matter loose.

Believe it or not, but sometimes a chemical is used which is the same as the shampoo your wife probably uses. This is designed to prevent a ceiling from streaking when being cleaned.

At times heavy road equipment has required a new paint job. This North Carolinian has found it a simple matter, he says, to strip paint by using the cleaner. This job is made simple by parking the equipment in a field and then giving it the works without fear of some spray getting on other vehicles.

Dodge Names Ogden

Dodge Brothers Corp. has appointed Donald Ogden, Nashville, Tenn., as district sales manager of its Little Rock, Ark., region, R. E. Bauer, Memphis, Tenn., manager, announced. Ogden joined Chrysler Corp. in 1947.



Perfection in Protection

● Compare any lamp in the entire Griffin line with any other make. You'll find improvements throughout.

The reasons are obvious. Griffin concentrates on fleet requirements—and supplies every fleet need. Griffin makes every lamp heavier, sturdier, more dependable, to stand up under years of gruelling fleet use.

Griffin engineers find more rugged materials—and use them in heavier gauge—to give thousands of extra miles of life. They find new construction processes—and build improved models at competitive prices. And they develop new, exclusive *built-in XX safety factors* to make every Griffin lamp an engineering masterpiece. It will pay you to standardize with Griffin, the complete fleet line. Call your Griffin distributor now.

THE GRIFFIN LAMP COMPANY · HAMILTON, OHIO

Warehouses—736 East Washington Blvd., Los Angeles, California; 440 Golden Gate Ave., San Francisco, California
37 Leon Street, Boston, Massachusetts; 308 Ninth Avenue, North, Seattle, Washington

THE LINE WITH
BUILT-IN XX SAFETY FACTORS

GRIFFIN
AUTOMOTIVE SAFETY LIGHTING

NEW RADIATOR

Just pour it in...
WATCH DIRT COME OUT!

One shot treatment!

Non-acid—no neutralizer or second flushing needed! New Warner Radiator Dry Cleaner saves time, work and trouble. Harmless to clothing and car finish—will not injure metal or rubber parts. Ideal for use in pressure cleaning machines. Unconditionally guaranteed by Warner!

See the results!

Drain the radiator and see the proof of Warner's powerful cleaning action (*more dirt than you ever imagined!*). New Warner Radiator Dry Cleaner penetrates *all* the passages of the cooling system—*dissolves* stubborn grease and oil muck—*disperses* rust and scale—cleans out *all* foreign matter!

DRY CLEANER!

from WARNER

COMPLETELY NEW DISCOVERY!

You save time and effort . . . Customers get a cleaner job!

Now! A great new chemical compound in dry form makes radiator cleaning jobs easier—more profitable! Just pour in one can of New Warner Radiator Dry Cleaner. It's fast—extra powerful—performs a positive, thorough cleaning job in any cooling system, yet is absolutely safe to use.

Developed, tested and proved best by WARNER—the name known and preferred by motorists for over 30 years!

Stock up, start selling now—get your customers to bring their cars in early for complete Fall and Winter Warner radiator care!

SPECIAL FREE DEAL!

RETAIL PRICE $4.00

HOLIDAY COACH LANTERN

Free with every purchase of 4 dozen Warner Radiator Products (any combination!)

Yes! You get this beautiful, electric Coach Lantern *free* just by ordering any assortment of 4 dozen fast-selling Warner products! A gay Holiday decoration for outside or in your home—or around your station. Made of solid steel; measures 8⅝" sq. x 11". Comes complete with bulb, socket, cord and bracket—ready to plug in! Christmas panels are easily removed and replaced with plastic or glass for use after the Holidays!

Mounting bracket and two screws supplied with each Lantern.

OFFER EXPIRES SEPT. 30, 1955

***Here's the way to double your profits!**

After every cleaning job, sell a can of Warner Liquid Solder to protect against loss of anti-freeze.

Two sales—double profits!

The Warner Line is your profit line!

Order Warner Products now for immediate delivery!

WARNER A famous name in automobile history

WARNER-PATTERSON COMPANY • 920 S. MICHIGAN AVE. • CHICAGO 5, ILL.

"Bait" Advertising Wastes Dollars, Hurts Other Dealers, Financiers Say

"BAIT" or "gimmick" advertising fails in believability, throws advertising dollars down the drain and injures other dealers, claims the American Finance Conference.

Dealers who use big, black type to announce wild discounts, fantastic over-allowances, no down payments and forever to pay build showroom traffic, but draw "lookers," not buyers — people who shouldn't be in the market for the advertised cars.

In the conference's newsletter are suggested three ways of combating competition from "bait" advertisers:

1.—Making full use of state and local criminal laws by prosecuting misleading advertisers.

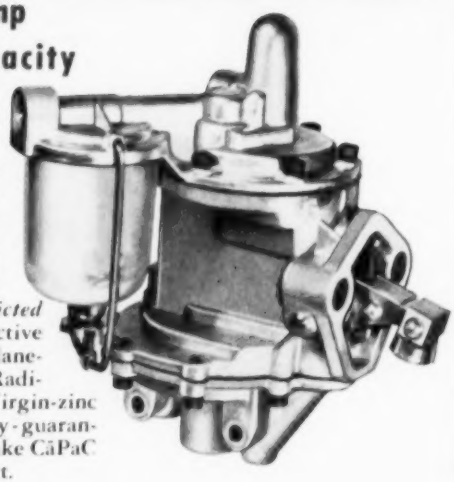
2.—Enlisting aid of Better Business Bureaus and the Federal Trade Commission in attacks on deceptive advertisers.

3.—Taking the lead through state and local trade associations to educate the public about such "deals."

The newsletter suggests that dealers pursue value-conscious buyers who regularly shop in the fall and to repaint stock models from colors which haven't moved quickly. It advises to adhere strictly to the 30-day turnover rule on the used-car lot.

CāPaC FOR CAPACITY

The new fuel pump engineered for capacity



High Volatile Motor Fuels create the vital need for *increased* fuel-flow *Capacity* to resist vapor formation. The New CāPaC Fuel Pump is engineered for Maximum Capacity. It features an exclusive CāPaC-designed Valve Cage Assembly with special "blended radii" that permits *unrestricted* Free Flow. Many other distinctive CāPaC features such as Airplane-Quality Alloy Steel Linkage—Radius—Ground Rocker Arms—Virgin-zinc castings—and unconditionally-guaranteed Diaphragms—all go to make CāPaC an outstanding quality product.

Capacity for customer satisfaction

CāPaC FUEL PUMPS are an engineering achievement of Wells Manufacturing Corporation—a company that has turned out dependable quality automotive products for over 50 years. Every pump reflects the benefit of long years of specialized experience. You can install them with full confidence that they will render outstanding performance over an extra long life . . . eliminate costly, customer-losing, comebacks. See them at your Wells distributor today or write us.

"Dependable Quality For Over 50 Years"

WELLS MANUFACTURING CORPORATION • FOND DU LAC, WIS.

FUEL PUMPS • IGNITION PARTS • BATTERY ESSENTIALS

AAA's Neyhart Receives 500,000th '55 Pontiac

THE 500,000th 1955 Pontiac was presented by R. M. Critchfield, vice-president of General Motors and general manager of Pontiac Motor Division, to the American Automobile Association for the use of Professor Amos E. Neyhart, "father" of high school driver education.

Said Critchfield, "We hope the 500,000th 1955 Pontiac (a Safari custom station wagon) will be instrumental in improving traffic conditions and furthering the cause of safety. More than two-thirds of the high schools in the country are without facilities for behind-the-wheel courses. It is our sincere hope that before long every high school student in the nation will be given the advantages of this valuable and important training."

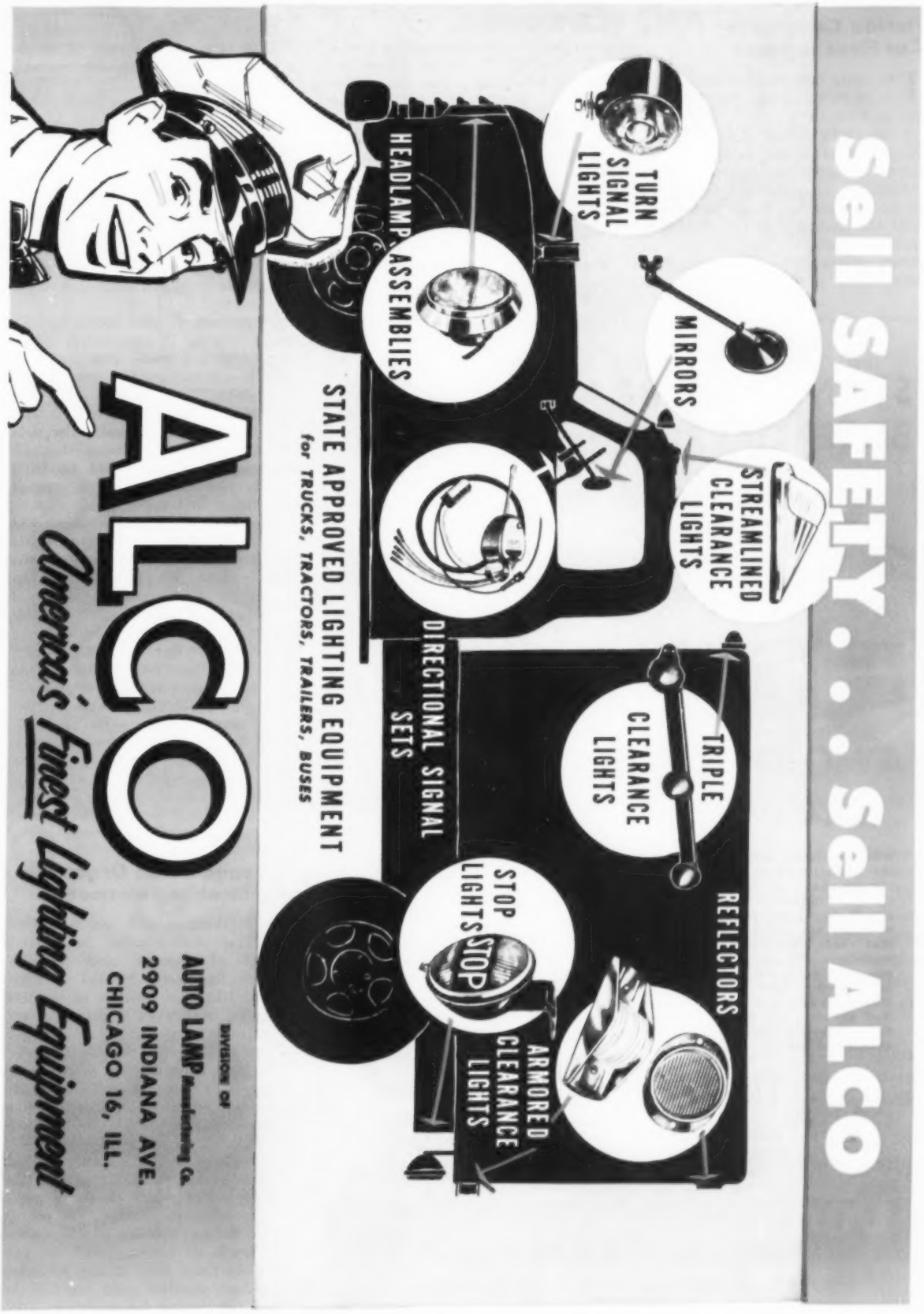
Neyhart is administrative head of the Institute of Public Safety of Pennsylvania State University and AAA consultant on road training.

Ford Promotes Dick Young In Public Relations

FORD Motor Co. has promoted Richard L. Young, Jr., to manager of its Southern public relations office with headquarters in Atlanta, Ga., succeeding Russell M. Hart, who was advanced to manager of its Midwest public relations office in Chicago.

Young, formerly city editor of *The Charlotte (N. C.) News*, joined Ford in 1954.

Charles T. Dixon, previously with *The Charleston (S. C.) News & Courier*, takes over Young's old job.


Sell SAFETY . . . Sell ALCO
TURN SIGNAL LIGHTS
MIRRORS
STREAMLINED CLEARANCE LIGHTS
HEADLAMP ASSEMBLIES
TRIPLE CLEARANCE LIGHTS
REFLECTORS
DIRECTIONAL SIGNAL SETS
STOP LIGHTS
STOP
ARMORED CLEARANCE LIGHTS
STATE APPROVED LIGHTING EQUIPMENT
for TRUCKS, TRACTORS, TRAILERS, BUSES
ALCO
America's Finest Lighting Equipment
DIVISION OF
AUTO LAMP Manufacturing Co.
2909 INDIANA AVE.
CHICAGO 16, ILL.

Florida Comptroller Curbs Car Finance Paper

THE state comptroller has acted to stabilize dealer finance paper in Florida.

Comptroller Ray E. Green issued a directive last month requiring all automobile dealers who are collecting car payments for banks to post a performance bond. He said the purpose was to stabilize the paper and to require that all down payments be a "reasonable" amount or a recommended minimum of a fourth of the purchase price before any discount is given.

Under the directive issued by Green, who also is the state commissioner of banking, dealer paper purchased or discounted, with or without recourse, will be included in computing the total line of credit of a dealer unless each contract is supported by current documentary information to the effect that:

1. The contract debtor is reputable and has good prospects of being able to meet the payments as they become due on the vehicle.

2. A reasonable down payment was made in cash or its equivalent.

3. The contract provides for monthly payments directly to the bank sufficient to extinguish the debt in not more than 48 months if secured by a house trailer and in not more than 36 months if secured by any other article of commerce.

Green said he felt that installment buying would not become an economic problem provided it is not too thin.

"I am not worried about installment buying if substantial down payments are made and qualified people are making the purchases," he added.

The comptroller said he felt that the banks should handle the collection of cars financed through the banks which would be in a better position to enforce prompt payments and collections.

He said some banks have required performance bonds on dealers making collections for the banks but he added he felt it should be of general application.

Green explained further that when dealers turn in contracts for the banks to handle, sufficient information must be attached so that the banks can without undue delay and research be able to determine the character of the loans and the reliability of the buyers.

"We strongly urge that the payments be made to the banks, and with regulations already in effect, the banks will not find themselves in the automobile business."

Chicago Union Organizes Automobile Salesmen

AN INDEPENDENT union called The Automobile Salesmen's Union of Chicago and Vicinity which has been formed in Chicago, Ill., has written to dealers naming objectives it hopes to accomplish.

In Washington, D. C., a union has been representing salesmen at Addison Chevrolet Sales, Inc., for several years and recently won representation at Barry-Pate Motor Co.

In San Francisco, Calif., a local union successfully bargained for dealers and repair shops to grant employees' birthdays as eighth paid holidays. If the employee has to work on his birthday, he gets double-time pay; if the birthday falls on another paid holiday, he gets triple-time for working.

STANDARD PRACTICE IN BETTER GARAGES *Everywhere*

A MOTOR MOUNT CHECK-UP *with every* CLUTCH JOB

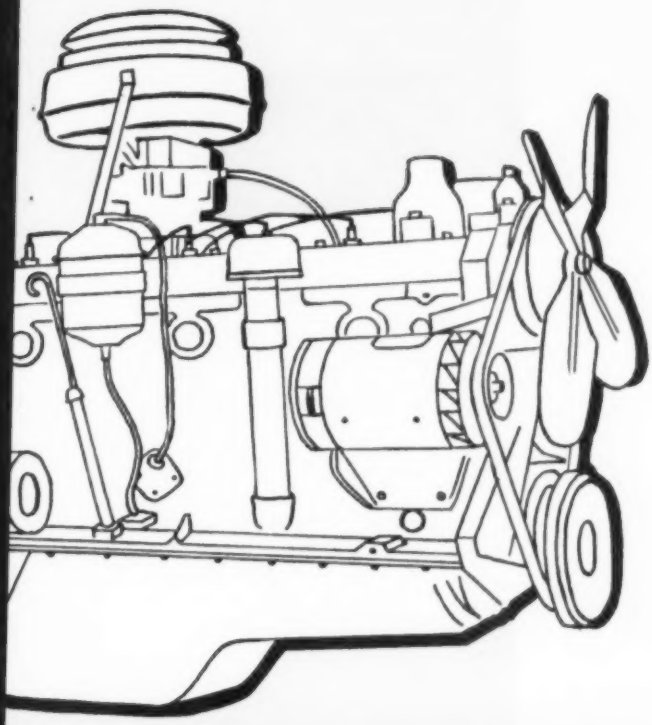
When a clutch repair job comes into the shop, most successful auto mechanics have a fool-proof check-up system. Frequently, the clutch checks out O. K. So his next logical step is to check the motor mounts. He knows that soft, deteriorated or broken mountings prevent proper clutch linkage causing chatter. Chances are 10 to 1 that a new set of Armor-Flex Motor Mounts will solve the problem. And chances are this "standard-practice" gained a friend because the mechanic did the job quickly—efficiently.

Play it safe

Install Armor-Flex Live Rubber Motor Mountings

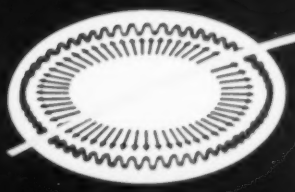
Doan MANUFACTURING CORP.
1761 LONDON ROAD • CLEVELAND 12, OHIO

PACKAGED AUTOMOTIVE REPLACEMENT PARTS



there's life in the OLD ENGINE yet.

Pedrick Formflex Chrome Piston Rings can put the Power Back—at a price Your Customers will Pay.



EQUAL PRESSURE EVERYWHERE

MEANS A PERFECT SEAL

GET IT FROM YOUR JOBBER

Don't give up hope for an old engine! Now you can do "ring jobs" again—restore satisfactory engine performance with a minimum of labor and parts, thanks to Pedrick Formflex Chrome Ring Sets. The secret is the exclusive Pedrick "Equalizer" that provides soft but positive and uniform pressure *all around the cylinder wall*—not just at a few points. The result is amazing conformability that seals in power and seals out waste under the most adverse conditions. You can guarantee the job to *outperform* and *outlast* in *any* engine!

So, profit with Pedrick Formflex Chrome Piston Rings! Do more "ring jobs." Restore engine performance, stop oil and gas waste, give your customer satisfaction *at a price he will pay*. Installation is easy and quick. Call your Pedrick jobber today!

A "NEW ENGINE" IN EVERY BOX!

DEPEND ON

Pedrick

FOR THE RIGHT RING JOB
At A Price Your Customers Will Pay!

WILKENING MANUFACTURING CO., Philadelphia 42

IN CANADA: Wilkening Manufacturing Co. (Canada), Ltd., Toronto

NASCAR President Views AAA Racing Withdrawal

BILL France, President of NASCAR, said last month the decision of the AAA contest board to withdraw from automobile racing "will have no adverse effect on racing activities.

"I am sorry to hear that AAA has withdrawn from auto racing. Automobile racing has made many important contributions to modern highway safety and the developments of automobiles, tires, fuels and accessories.

"The National Association for Stock Car Auto Racing has been expanding and improving its facilities daily and will continue its efforts for the betterment and improvement of the sport," France said.

"Speedway safety developments are a major part of our program. Improvement in safety precautions for spectators and drivers have progressed to the point that NASCAR drivers now have the benefit of the best insurance protection ever offered in the sport. Liability insurance is issued to NASCAR speedway operators at all-time low rates."

France pointed out that NASCAR has been engaged primarily in the sanction of stock car racing, on a coast-to-coast basis. The association is the largest racing body in the world, with more than 9,000 members.

Last year, NASCAR races paid prize money in excess of one and three-quarter million dollars, and more than 1,600 races were sanctioned in 22 states, Canada and Hawaii.

Chevrolet Motor Division of General Motors Corp. has appointed R. P. Murphy (above) as manager of its Midwest region with headquarters at Kansas City, Mo. He succeeds H. Z. Wellinger, who is retiring. Murphy was formerly assistant manager of the Atlantic Coast regional office in New York.

MARVEL MYSTERY OIL
puts the finishing touch on a job well done!
And it's a triple PROFIT MAKER FOR YOU!

ALL YEAR ROUND MIX **25% MARVEL MYSTERY OIL** WITH AUTOMATIC TRANSMISSION OILS. IN **HOT** WEATHER PREVENTS GUM FORMATION, AND PROLONGS LIFE OF BANDS. IN **COLD** WEATHER PREVENTS CREEPAGE.

4 OZ. OF **MARVEL MYSTERY OIL** IN EVERY 10 GALS. OF GAS PROVIDES UPPER CYLINDER LUBRICATION. KEEPS EXHAUST VALVES **FREE OF CARBON** . . . PREVENTS STICKING.

1 QUART OF **MARVEL MYSTERY OIL** WITH CRANKCASE OIL PREVENTS RUSTING AND EROSION OF ALL METAL AND WORKING PARTS. KEEPS HYDRAULIC VALVE LIFTERS WORKING PROPERLY.

MARVEL MYSTERY OIL does the job on any car, bus or truck engine. It makes old engines sound better, and makes new engines run smoother. Put *your* silent mechanic MARVEL MYSTERY OIL to work. Pick up *extra profits* on the sale of gas, crank case or transmission oil by recommending and using MARVEL MYSTERY OIL for better engine performance . . . It's the only lubricant of its kind!

EMEROL MANUFACTURING CO., INC.
Dept. 169, 242 West 69th Street, New York 23, N. Y.

Ford Appoints Crossette Dallas Service Manager

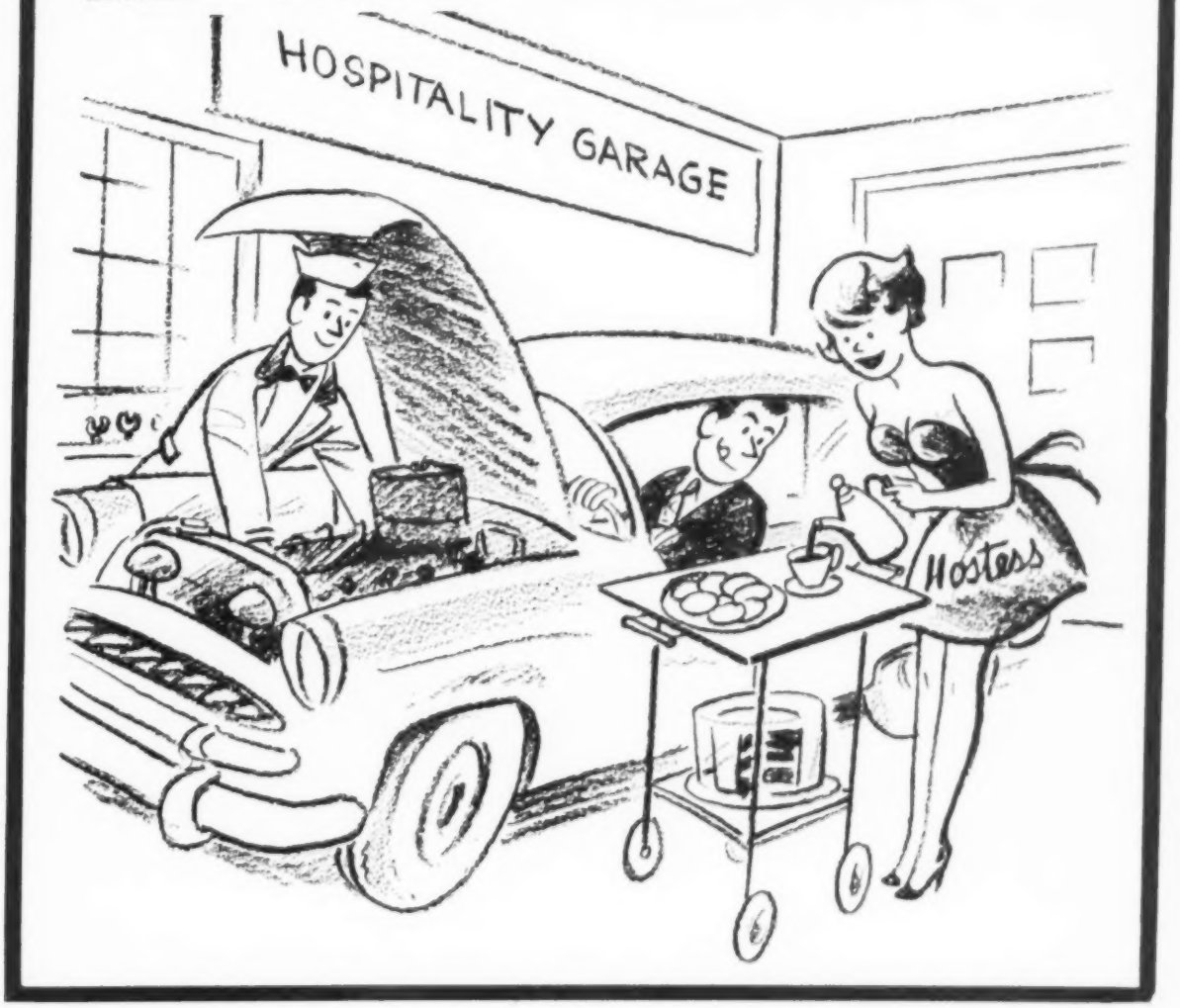
FORD Motor Co. has named Murray F. Crossette, Jr., as service manager for its Dallas district to succeed M. T. Runyon, who is on leave of absence, Joe B. Glass, district sales manager, announced last month.

Crossette, a native of San Antonio, has been warranty and policy representative in Dearborn, Mich., since August, 1954. He is a member of SAE.

Maryland Menu Features Crabs

The Automobile Trade Association of Maryland feasted on crabs at its August 17 meeting at the Hillendale Gridiron Club in Baltimore. The menu included steamed crabs, crab soup, crab cakes, potato salad, cole slaw, hamburgers, coffee and plenty of beer.

What makes customers come back for more?



They'll all come back if you give 'em the best. When it's a bearing job... *just tell 'em it's TIMKEN®!*

Sure, customers will come back again and again if a gorgeous gal serves them snacks with every purchase. Every time they're hungry! But how much simpler for you if they'd come back simply because they know you give exceptional service! They *will* if you sell them on your service the right way—by proving to them you use only the best replacement parts. In tapered roller bearings, of course, that's Timken®. It's the one name your customer *knows* means quality bearings. The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO".

TIMKEN

TRADE MARK REG. U. S. PAT. OFF.

TAPERED ROLLER BEARINGS

NOT JUST A BALL ○ NOT JUST A ROLLER ▭ THE TIMKEN TAPERED ROLLER ▭ BEARING TAKES RADIAL AND THRUST LOADS OR ANY COMBINATION

WITH ORIGINAL SERVICE PARTS

FROM BACKYARD MODERN SERVICE

From a one-stall operation to 5,000-square feet of work space accommodating 12 cars . . . original service parts have paced growth of Art's Service all the way. Business now includes truck, tractor and marine service as well as automotive.

Husband-and-wife team . . . While Art supervises the shop, Mrs. Bramer keeps a sharp eye on parts stock and the books.

I MOVED UP...

GARAGE TO THIS BUILDING!

SAYS: *Art Bramer*

owner Art's Service, Traverse City, Michigan, who credits a major share of his rapid growth to original service parts.

"The success of my business has been built on customer satisfaction," Mr. Bramer points out. "That's why I've always been careful to give honest service and use only original service parts. To make doubly sure, I always tell a customer exactly what work has been done and that original service parts were used.

"Seven years ago, when I started business in my backyard garage, my biggest asset was 17 years experience in automotive electrical service. I wasn't going to risk it with anything less than top quality material —original service parts. I never have, and it's really paid off.

"I started with Auto-Lite and other big-name, well-known lines. Soon my one-man operation was going 16 hours a day and bulging at the seams.

"Today, Art's Service is a big, modern building with five people handling customers from 60 to 70 miles around. We've branched out from strictly automotive to include truck, tractor and marine electrical service, too.

"We've grown rapidly in seven years, and we're going to keep right on growing with honest service and original service parts."

In just seven years, Art's Service has grown from a backyard garage to a big, modern building. Original service parts have been on the shelves from the first day Art Bramer hung out his sign in Traverse City. Now the business pulls in customers from 70 miles around.

The quality of reliable workmanship matched with the quality of original service parts has been the pattern thousands of successful men have followed in the automotive service business. They know original service parts are the key to growth, expanding operations and bigger profits. Investigate the many outstanding opportunities for increased profits open to you with Auto-Lite Original Service Parts. For complete details see your distributor of Auto-Lite Original Service Parts, or write

THE ELECTRIC AUTO-LITE COMPANY

Parts & Service Division

TOLEDO 1 OHIO

ORIGINAL

AUTO-LITE

SERVICE PARTS

Georgians to Hear Industry Experts

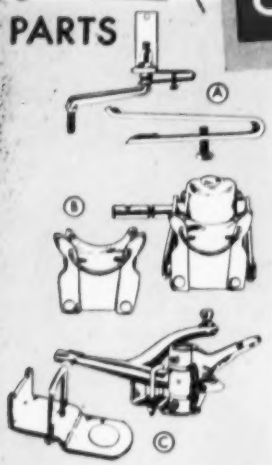
"AUTO Financing Today" and "Dealer Profits" will be among the topics of speakers at the annual convention of the Georgia Automobile Dealers Association at Augusta's Bon Air Hotel Oct. 9-10.

E. P. "Ed" Latimer, president of American Discount Co. of Georgia, Charlotte, N. C., will discuss financing and Hayse Tucker, Ford dealer of Tuscaloosa, Ala., will speak on profits. Latimer is a past president of the American Finance Conference and is currently chairman of the executive committee. Tucker addressed the 1955 convention of the National Automobile Dealers Association on this subject.

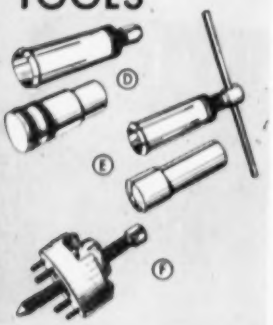
Other speakers, according to John H. Lander of Atlanta, president of the state association, will be Heartsell Wilson of Dodge Division's public relations staff, who will speak on "Four Keys of Selling"; George Bowie, public relations counselor of Firestone Tire and Rubber Co.; Alton M. Costley of East Point, Georgia director of NADA, and Dr. Scotty Young of the Atlanta Division of the University of Georgia. The latter will give the Sunday night inspirational address.

Your Profits Grow Selling and Using These NEW *National* Items

PARTS



TOOLS



You can do more installations and repairs with these NEW National Quality Parts and Precision Tools. Jobs are done quicker and better. Major repairs are bypassed. This means more profits in the shop and more satisfied customers.

A. Idler Arm Adjuster F-30, maintains proper tension at all times to eliminate car weave and steering line road shock. Friction point automatically lubricated every time the arm is lubricated. For Ford, Mercury and Lincoln cars, '49-'54.

B. Gear Shift Neutralizer C-20-GS, prevents slipping out of high gear when caused by weak springs to shift rail in transmission. Allows positive gear selection. For Chev. Cars '49-'54 and Pick-Ups '48-'54; GMC Pick-Ups '48-'54; Kaiser-Frazier, Henry J., Allstate, '51-'54.

C. Idler Arm Adjuster C-25, provides positive contact of arm and bracket against thrust washers—puts no stress on anchor pin. Has ample road clearance, no danger of being rubbed off. Exerts stabilizing effect against road shock and car weave. For Chev. Cars and Sedan Del., '49-'54.

D. Rear Transmission Bearing & Seal Puller & Driver Set, KP-111-CF, removes old rear transmission bearing and seal easily and safely . . . new seal and new bearing can then be replaced quickly and safely. Complete job can be done in a few minutes. For Ford and Mercury Cars and Pick-Ups, '49-'55 and Chev. Cars and Pick-Ups, '55.

E. Bushing Puller & Driver KP-100-C removes worn bushing quickly . . . installs new National Bushing, safely, rapidly. A 1 to 4 hr. job can be done in 30 min. For most Chev. Cars and Pick-Ups, most GMC Pick-Ups.

F. Crankshaft Gear Puller GW-49 removes engine crankshaft gear rapidly and safely. Easy to use. Rugged, one piece design. Every Chev., Ford and Chrysler service Dept. should have one.

Sold Nationally by Leading Automotive Wholesalers

NATIONAL MACHINE WORKS, INC.
P. O. BOX 4305 MANUFACTURER AUTOMOTIVE PRODUCTS OKLAHOMA CITY 9, OKLA.

Six Southerners Sign Up For Chrysler Agencies

CHRYSLER Division of Chrysler Corp. has signed dealer agreements with six Southerners recently, bringing its total dealerships to 3,100, E. M. Braden, general sales manager, announced.

They are: Dodge County Motor Co., Inc., Eastman, Ga., headed by Vernon Williams; Pruett Motor Co., Thomaston, Ga., owned and operated by R. H. Pruett, Sr., and Clay Street Motors, St. Charles, Mo., operated by E. F. Huncker.

Robinson Motor Co., Inc., Gastonia, N. C., headed by H. L. Robinson and A. K. Robinson; Rieger Motors, Inc., San Antonio, Texas, headed by S. J. Rieger, and Community Motors, Inc., Fort Smith, Ark., operated by W. M. Phillips.

Oklahoma Program Offers Jim Moore and Steed

JAMES C. Moore, general counsel of National Automobile Dealers Association, and Tom Steed, Shawnee congressman, will be featured speakers at the Oklahoma Automobile Dealers Association convention at Tulsa Oct. 16-17, Roy Tant, manager, announced.

Moore's topic will be "Your Lawyer Looks at Your Problems Today." Steed, who is a former dealer, will present a picture of the Washington viewpoint of manufacturing and retailing complexities.

Mercury Selects Lewis And Davis for Sales

MERCURY Division of Ford Motor Co. has appointed Joseph G. Lewis to its newly-created position of manager of dealer relations in the Detroit general sales office and Paul R. Davis as Eastern regional sales manager succeeding Lewis.

For the past six years Lewis has been manager of the Eastern sales region for Lincoln and Mercury, covering Washington, D. C.; Boston, Mass.; New York, N. Y., and Philadelphia, Pa. Davis was formerly Eastern sales manager for Studebaker-Packard Corp.

Dollar for Dollar

ARROW GIVES YOU MORE...

THE FINEST REBUILT GENERATORS

- For every passenger car and light truck
- More carefully made than the parts they replace
- Tested and proved on more than 2,000,000 cars

MORE SALES AND EXTRA PROFITS

- Arrow merchandising helps you make more sales of Arrow products and other related parts
- Arrow Stocking Dealers make *extra* profits

. . . and your profit is protected by a one-year guarantee

This Booklet tells how YOU can get MORE Sales MORE Profits

Send for it!

ARROW ARMATURES CO.
BOSTON, MASS. & SPARTANBURG, S. C.

Popular 7-Generator Stock covers 85% of all replacement sales.

Ask your Arrow Jobber how you can make EXTRA PROFITS as an Arrow Stocking Dealer. Write for the name of the nearest Arrow Jobber.

Want more facts? Use Reader Service Card Page 106

Texans to Air Problems On Convention Panel

A PANEL discussion program concerning local problems will be one of the highlights of the Texas Automotive Dealers Association convention slated for Houston's Shamrock Hilton Hotel Sept. 25-27, Tom J. Crooks, manager, announced.

The panel will consist of: C. B. Smith, C. B. Smith Motors, Austin, moderator; K. K. Kellam, Texas Motors, Fort Worth; J. H. Compton, Compton Motors, Georgetown; D. L. Johnson, Johnson Bros. Chevrolet, Dallas, and Ed Louthan, Louthan-Dowell Motor Co., Lubbock.

Floyd L. Randel, Wichita Falls, association president, will present the annual report.

Speakers will be: Paul M. Millians, vice-president, Commercial Credit Co.; Horace E. "Hunk" Henderson, director of National Automobile Dealers Association's Young Executives development program; Frederick M. Sutter, Columbus, Ind., Dodge-Plymouth dealer, and Tom Collins, Kansas City, Mo., humorist-philosopher.

The convention will unofficially start Saturday, Sept. 24, at the Alabama-Rice football game.

Top: President Randel
Bottom: "Hunk" Henderson

Mack Borrows $80 Million For Financing Sales

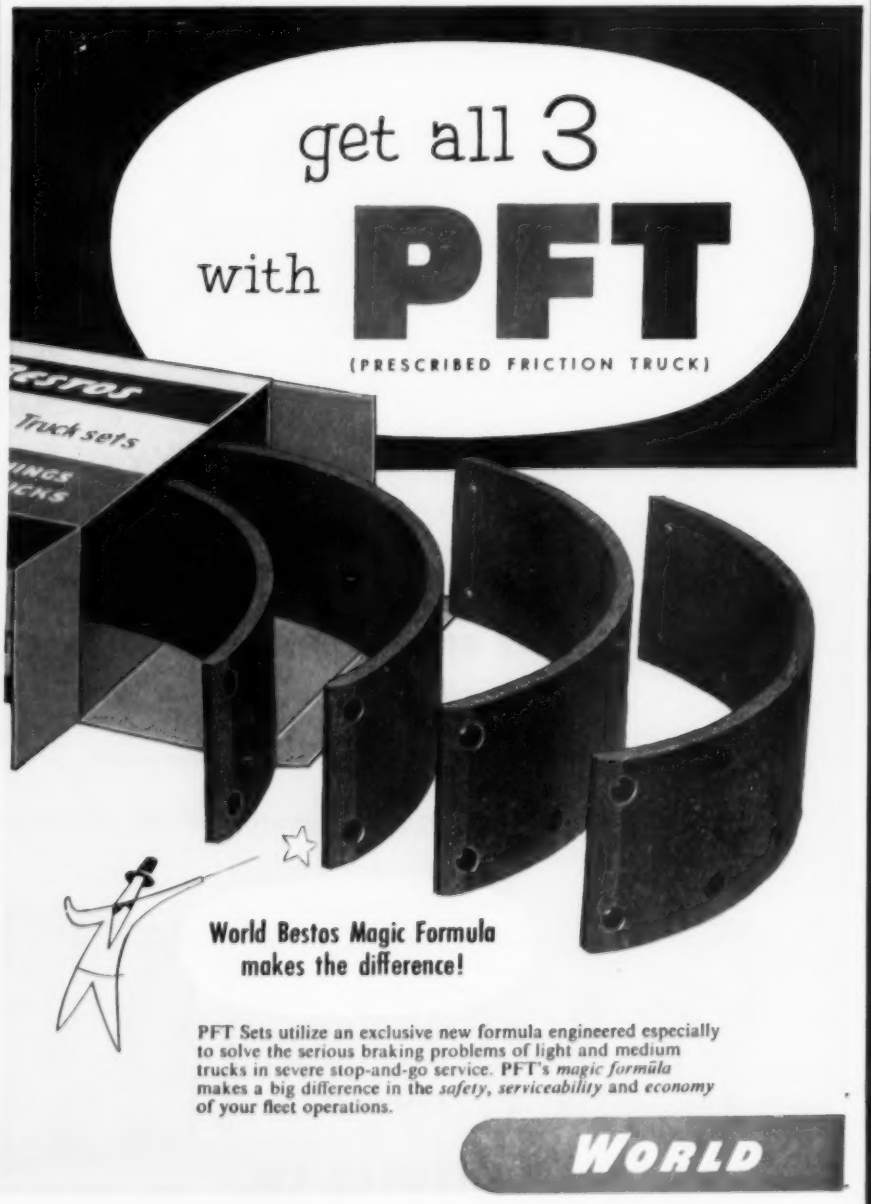
MACK Trucks, Inc., has borrowed $80,000,000 from 48 banks in a revolving credit agreement to finance expanding sales volume.

Mack will repurchase customer installment accounts of $45,000,000, previously sold under its former bank purchase arrangement, and retire the balance of $8,200,000 currently outstanding against a 4% long-term loan. It will prepay outstanding unsecured notes of $5,000,000 and pay off a short-term bank loan of $2,000,000 owed by its Canadian subsidiary.

Kent-Moore Hires Seanor As Director of Sales

KENT-MOORE Organization, Inc., has appointed John M. Seanor as director of sales.

Seanor has been with Stewart-Warner Corp. for the past 18 years, the last five of which were spent in charge of its original equipment sales.



Two New Pontiacs for Price of One, Louisville, Kentucky, Dealer Offers

COOKE Pontiac, Louisville, Ky., advertised last month two new Pontiacs for the price of one — a customer could trade for or buy outright, at regular price, a 1955 model and exchange it for a '56 model next February, March, or April.

"No tricks; no gimmicks! A proved bona fide offer!" the ad said.

"Due to the tremendous customer acceptance of last year's '2 for 1,' we are once again making this revolutionary offer to you.

"Many who neglected to take advantage of last year's '2 for 1' have requested us to 'do it again.'

"If you plan to buy a new car during 1955 or 1956, this is the chance for you! Ask any of the hundreds who used the '2 for 1' last year what a happy day it was to drive an old car in and drive a new car out — absolutely free! If none of these hundreds live near you, we will be happy, upon request, to furnish you the names of some who live in your neighborhood."

Further down it said, "A written agreement guaranteeing fulfillment of this contract must be entered into at the time of delivery of the '55 Pontiac in order for this offer to be effective."

1 NO BREAK-IN
2 MORE STOPPING POWER
3 LONGER LIFE
for Light and Medium Truck brakes

WORLD BESTOS
Prescribed Friction Truck
BRAKE LINING SETS
give TRIPLE VALUE performance

No Break-in Period Required! PFT's magic formula gives lining a ready-for-action friction surface without waiting for lining to "seat". Assures safe, quiet stops right away; eliminates dangerous and costly "break-in" period.

More Stopping Power! Five different frictions are used in various combinations in World Bestos PFT Sets. Specially engineered to give extra braking power for hard-driving, multi-stop service. Ideal for power brakes and booster systems.

Longer Life! PFT *magic formula* brake lining wears slowly and uniformly. You get more mileage between relines; you save money on brake maintenance . . . AND you get *safer brakes* for all light and medium truck operations!

PFT Sets are 4-piece, single axle sets, packaged and labeled for each make and model truck. For riveting or bonding. Call your World Bestos Distributor for full information or write direct to

BESTOS NEW CASTLE • INDIANA

West Virginians Choose Kelly as President

THE Charleston (W. Va.) Automobile Dealers Association elected at its annual meeting last month Phillip W. Kelly, president; M. C. Paterno, first vice-president; Bert Wolfe, second vice-president, and W. O. Davis, Jr., secretary-treasurer.

Speakers at the banquet included Walter Duncan, Beckley, state director of the National Automobile Dealers Association; Paul Layman, Clarksburg, president of the state dealer association, and Joseph W. Condry, commissioner of motor vehicles for West Virginia.

Ford Arranges Plans For Lincoln Plant

FORD Motor Co. is considering erection of a 1,500,000-square-foot assembly plant, similar to the one at Louisville, Ky., to house consolidation of all Lincoln manufacturing operations, Ben D. Mills, vice-president and general manager, Lincoln Division, announced.

The structure, which would be completed in 1957, would be on a proposed 325-acre site near Detroit, Mich., and would employ between 4,000 and 5,000 people.

Frank A. Seiberling Dies; Founded Two Companies

FRANK A. Seiberling, 95, founder of Seiberling Rubber Co. and Goodyear Tire & Rubber Co., died August 11.

He started Goodyear in 1898 with $3,500 of borrowed money, and lost it in 1921 after a business upheaval. At the age of 62, he founded Seiberling Rubber Co.

in Power and Dependability

1st

new size 404 air Impactool

No other ½" drive power tool—air or electric—is so powerful, and yet so light and compact, as Ingersoll-Rand's new Size 404 Air Impactool.

Weighs only 5 pounds, but can replace two or more of your present tools. Does all but the largest nut and bolt jobs on both cars and trucks. Retains all the ruggedness that has made Ingersoll-Rand Impactools famous around the globe. Converts easily into a multi-purpose tool.

Try a new Size 404 Air Impactool in your shop today. Your I-R jobber will be happy to give you a demonstration of the 404 or the complete line of dependable I-R Air Impactools. 18A-195

- RUNS NUTS
- DRILLS
- REAMS
- DRIVES SCREWS
- SAWS HOLES
- WIRE BRUSHES
- TAPS
- BORES WOOD
- DRIVES STUDS
- DRILLS MASONRY

Ingersoll-Rand

11 Broadway, New York 4, N.Y.

Originators of Impactools AIR & ELECTRIC

Kansans to Hear Moore, Rude at Convention

JAMES C. Moore, general counsel of National Automobile Dealers Association, and Alan G. Rude, executive vice-president of Universal C. I. T. Credit Corp., will speak at the convention of the Kansas Motor Car Dealers Association Sept. 16 in Wichita.

Moore will discuss bills now pending in Congress concerning manufacturers' reinstating anti-bootlegging clauses in selling agreements, prohibition of "phantom freight" charges by manufacturers and manufacturers giving dealers exclusive areas of sales and service responsibility. Rude will talk about credit in sales.

During the afternoon, a three-state panel discussion, open only to dealers, dealers' wives and key employees, will give everyone present an opportunity to express himself on subjects helpful to "The Future of Our Industry."

Panel members will be George H. Benjamin, executive secretary, Arkansas Automobile Dealers Association, Little Rock; Tom Braden, manager, Colorado Automobile Dealers Association, Denver, and Roy Tant, secretary-manager, Oklahoma Automobile Dealers Association, Oklahoma City.

Top: James C. Moore
Bottom: Alan G. Rude

The heart of every good engine reconditioning job . . .

Federal-Mogul Bearings!

Ask your Federal-Mogul Jobber!

FEDERAL-MOGUL SERVICE

Division Federal-Mogul Corporation

DETROIT 13, MICHIGAN

BEARING FEDERAL Mogul SERVICE

You Can Keep Up to Date! Send in the Card for . . .

- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

101 **WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6**—Gives full information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kienlen Avenue, St. Louis 20, Mo.

102 **MODEL NUMBER INTERCHANGE** —Handy reference sheet with complete listing of all passenger cars by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

103 **ARROW CATALOG NO. 55** — Describing complete line of generators, starter motors and armatures. Complete application data is included in this booklet for all passenger cars, tractor and farm implements, truck, bus and taxis as well as an entirely new section devoted to heavy equipment . . . compressors, cranes, hoists, lift trucks and other industrial applications. Equipment listings include data through 1955. Arrow Armatures Co., Dealer Service Department, P. O. Box 1428, Spartanburg, S. C.

104 **AUTOMOBILE CUSHIONS** — Full color catalog sheet and booklet on ventilated KOOL KOOSHION. Also an attractive folder introducing the new KING SIZE Kool Kooshion. Designed for utmost driving comfort. Kool Kooshion Mfg. Co., Oklahoma City, Okla.

105 **WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

108 **12-VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS**—A 20-page book covering the description, care, maintenance, checks, and servicing of the latest type Delco-Remy 12-volt electrical equipment used on passenger cars. 44 illustrations covering the charging, cranking and ignition circuits, etc. Technical Literature Department, Delco-Remy Division, Anderson, Ind.

109 **AMMCO HONING, ENGINE REBUILDING, AND BRAKE SERVICE TOOLS AND EQUIPMENT** — Catalogs describing the Ammco line of Wet and Dry Pin Fitting Honing Machines, Brake Shoe Grinders, Brake Drum Lathes, Brake Shoe Setting Gages, Brake Drum Micrometers, Brake Cylinder Hones, Con-Rod Aligners, Main and Camshaft Bearing Boring Machines, Ridge Reamers, Cylinder Hones, Surfacing Hones, Torque Wrenches, Small Bore Hones, Tappet and Rocker Arm Grinders and other tools. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Illinois.

111 **SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS** — Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808. Alemite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

112 **MUSTANG ENGINES** — Complete catalog on MUSTANG precision-geared engines. Information on regular, plus-power, and high compression models. Information on the MUSTANG guarantee, and testing processes. Mustang Division of Rebuilders, Inc., 100 International Rd., Garland, Texas.

118 **BRAKE SERVICE GUIDE** — Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

119 **RAMCO SERVICE MANUAL** — 5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 **NEW GRIZZLY BOOK**—Nine basic steps to extra miles of safe braking. Illustrated charts enable maintenance men to visualize faulty braking conditions and help them in trouble shooting and servicing truck and bus brakes. Grizzly Mfg. Co., 700 W. Caroline St., Paulding, Ohio.

121 **OIL FILTER MANUAL**—Cartridge installation manual emphasizing easier service on late model cars with hard-to-reach filters. Illustrated instructions for cars through '54, with cross reference chart. Wix Corporation, 1211 Ozark St., Gastonia, N. C.

122 **TIRE RETRUING** — An illustrated bulletin about this newest extra-profit service. Describes "Bear Balantru" Service which makes possible both tire retruing and wheel balancing in practically one operation. Explains method using just one mounting. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

124 **COMPLETE DIETZ CATALOG** — Illustrates and describes the DIETZ complete line of Turn Signals, Clearance-Marker Lights, Stop and Tail Lights, Headlights and Spotlights, Mirrors, and other lighting and safety equipment for passenger cars, trucks, buses and tractors. This 20-page, color catalog also shows displays and merchandising aids and is indexed and Kalamazoo punched for easy reference and filing. R. E. Dietz Co., 225 Wilkinson St., Syracuse 1, N. Y.

125 **STANDARD DUTY GENERATOR REGULATORS** — A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

129 **AUTOMATIC TRANSMISSION SERVICE TOOLS**—Illustrated catalog pages for use of tools for Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Frazer, Ford, Mercury and Chevrolet automatic transmissions. The New Britain Machine Co., New Britain, Conn.

130 **VALVE CATALOG** — A new 160-paeg catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., Battle Creek, Mich.

131 **PLASTI-KOTE "DO-IT-YOURSELF" PRODUCTS**—Complete catalog of Plasti-Kote aerosol pressurized products. Covers prizes, color cards, merchandising display aids, etc., on lacquers, enamels, touch-up colors for tractors, farm equipment. Includes fire extinguishers, insect repellent and other aerosol-packed items. Plasti-Kote, Inc., 425 Lakeside Ave. N. W., Cleveland 13, Ohio.

132 **AUTOMOTIVE SERVICE GUIDE**—A practical and factual presentation of the use of Impactools in automotive servicing. Contains time study reports showing how dealers and shops can increase profits for both themselves and their mechanics. Automotive Service Guides are now available for Ford, Chevrolet, Plymouth, Oldsmobile, Hudson and Studebaker. Specify which Guides you want. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

133 **CATALOG NO. 54 — 25th ANNIVERSARY** — Features more than 200 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 **STREAMLINER CATALOGS** on Moog Coil action front end parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

135 **WHEEL WEIGHTS** — Colorful catalog describes eight types of balance weights covering 74 sizes. Also lists weight tools for application and removal of weights. Snugl Wheel Weight Mfg. Co., Kokomo, Ind.

136 **LEATHER KLEEN**—Catalog sheet, Tanner's Council approval, U. S. Testing Company report, sample and other information on the largest selling leather and plastic cleaner. Tanner Products Corp., Dept. S.J., 716 E. Washington Blvd., Los Angeles, Calif.

138 **SPARK PLUG SPECIFICATION CHART** — Covering all types of installations, designed to hang on wall, includes correct procedure on installing and servicing spark plugs. Spark Plug Division, Electric Auto Lite Co., Toledo, Ohio.

140 **PRESSURIZED COOLING SYSTEM** Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

142 **WIRE, CABLE AND IGNITION CATALOGS** of Andrews Mfg. Co., 924 S. Theresa, St. Louis, Mo.

143 **NATIONAL MACHINE LINE**—New, fully illustrated pamphlet describing function and construction of National Drive Shaft Bushing and Seal Assemblies, Universal Joint Ball Housing Kit, Transmission Case Ball Seat and Coleman Steering Compensator for Chev. Cars & Pickups and most GMC Pickups. Special Pinion Bearing Assembly for most Chev., Buick, Olds and Pontiac models. National Machine Works, Inc., 1800 S. Broadway, Oklahoma City 9, Oklahoma.

144 **RADIATOR SERVICING EQUIPMENT**—A new 48-page book "Blueprint For Profit" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 8, Nebraska.

145 **FREE SAMPLE OF UPHOLSTERY CLEANER FOR AUTOMOBILES**—Illustrated 4-page catalog, "Jensen Presents" which gives full information about Jensen's Special Auto Upholstery Foam and how it can profit jobbers, car dealers, and service stations sent with free sample of the product. Jensen Products, 4119 Broadway N. E., Knoxville 17, Tenn.

146 **NEW HI-LO LACQUER SOLVENT LITERATURE** — Colorful, 8-page booklet, which relates the complete story and practical application of Hi-Lo Lacquer Solvent now available. Attractive literature

pictorially tells how to apply to fenders, panels and complete jobs. Included in booklet are prices and descriptions of many outstanding features of the Solvent. Zoz-Loz Paint & Lacquer Corp., 350 Simpson St. N. W., Atlanta, Ga.

150 **ELECTRIC POWER DRIVE** — Bulletin DH 397 contains complete information on the New Manley P D-8 electric power drive which now requires no power take-off. Gives the operator a movable push-button control. Make a safe easy one-man job of tough hoisting operations. Manley Div., American Chain & Cable, York, Pa.

153 **SERVICE MANUAL FK SPARK-PLUGS** and how to properly service them is completely described in the new SERVICE MANUAL No. VK now offered by Champion Spark Plug Co., 900 Upton St., Toledo, Ohio.

154 **BLUEPRINT FOR PROFIT** — A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up. Inland Mfg. Co., 1108 Jackson St., Omaha 6, Neb.

159 **CONNECTING ROD RECONDITIONING** — Bulletin for automotive shops describing a new simplified method of grinding and honing connecting rod caps and bearing bores. It gives operation details and full information about the new model 125 Redmaster connecting rod grinding and honing machine. The new machine tool fits in small space on a bench and is fast and accurate. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

164 **AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS** —New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog AX68-1. Airtex Automotive Division, Inc., Fairfield, Ill.

167 **TOOL CHEST BULLETINS** — Descriptive literature of the Huet tool chests and cabinets including the Huet Porta Cab designed for you to have rolling storage for tools. Huet Mfg. Company, 587 N. Wheeler St., St. Paul 4, Minn.

173 **HYDRAULIC PARTS** — Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1954. Eis Automotive Corp., Middletown, Conn.

168 **CRANKSHAFT GRINDER MANUAL** —A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

176 **FREE SHOP AID—QUICK CHECK TIPS NO. 2** — With wiring diagrams giving pertinent information about generators, starters and regulators. Arrow Armatures Co., Dealer Service Department, P. O. Box 1436, Spartanburg, S. C.

180 **THE LAMSON NO. 58-A AUTOMOTIVE CATALOG**—A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts and washers, ring gear, rivets, tractor bolts, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

185 **SERVICE MANUAL FOR THE DOCTOR OF MOTORS** — A comprehensive and thorough reference book, which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools and an interesting informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Indiana.

186 **AUTO LITE BATTERY SERVICE MANUAL** — An authentic reference and guide for everyone interested in testing and servicing automotive storage batteries. Simply written and thoroughly illustrated, it is so complete in its coverage of the subject that service men and fleet operators will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

192 **THREE HELPFUL SUPERIPOLA-TION SHEETS** deal with baked enamel refinishing, air dry enamel and lacquer refinishing. These sheets give full information from preparation treatment to the finishing steps. Included also is a discussion of the common problems encountered in paint shops and how best to overcome them. The Aroo Company, 17801 Bessemer Ave., Cleveland 27, Ohio.

193 **WIRE & CABLE CATALOG** — A 24-page catalog covering every automotive use of electric wire and cable, complete with specification data. Electric Auto-Lite Co., Spark Plug Division, Champion & Chestnut St., Toledo 1, Ohio.

195 **CATALOG** — Presenting the entire Yankee line of lamps, mirrors, and specialties in twenty pages. Each item is illustrated text given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filing. A separate page is devoted to a description of the various point of sale aids. Yankee Metal Products Corporation, Norwalk, Connecticut.

198 **KWIK-WAY "VALVE FUNCTIONS"**—A publication of interest to every shop operator servicing internal combustion engines. Write for your copy today. Cedar Rapids Engineering Co., 016 17th St. N. E., Cedar Rapids, Iowa.

202 **FABRIC RENEWER** — For convertible tops, upholstery and headliners is shown in colorful literature offered by the Miller Mfg. Co., 1100 N. 32nd St., Camden 6, N. J.

210 **COLUMBUS LUXURY Ride SHOCK ABSORBER CATALOG AND DESCRIPTIVE BOOKLET** — Latest alphabetical car listing and factory-recommended installation information featured in 12-page catalog and a booklet describing a completely new principle in automobile shock absorbers. Hockenhoff Mfg. & Supply Co., Littleton, Colo.

213 **SHOCK ABSORBER CATALOG NO. 320-T-A** — A 16-page listing by numbers or by makes—shock absorbers for every automotive need—passenger cars and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

214 **THE WHYS AND HOWS OF VOLTAGE REGULATORS** — Explains in simple language every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

215 **LABER CATALOG PAGE** — Both sides feature passenger car overloads and booster springs. Includes specifications and price. Laber Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

224 **OIL FILTER SELECTION**—Booklet explains proper selection of oil filters based on new A.P.I. classifications. Gives important information on threat of crankcase water to average motorist. Send for Operation MS, Walker Mfg. Co., Racine, Wis.

227 **FUEL PUMP TROUBLE SHOOTING** — Clearly describes and illustrates correct procedure for testing fuel and vacuum pumps, and how to use properly a fuel pump pressure gauge. Four-page pamphlet also includes complete fuel pump pres-

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SOUTHERN AUTOMOTIVE JOURNAL
806 Peachtree St., N. E.
Alanta 5, Ga.

sure specifications and car application data. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

230 **ELECTRICAL TOOLS** — A new 44-page catalog listing complete line of portable electrical tools, including drills, polishers, sanders, valve face and seat grinders, bench grinders, abrasive discs and flexible shafts. Also included are electric tools for home work shop and craftsman. Albertson & Co., Inc., Sioux City, Iowa.

234 **SAFETY EQUIPMENT** — Miro-Flex Catalog. 8 pages fully illustrated in two colors. Gives up to date specifications of the Miro-Flex complete line of flares, mirrors, lamps and reflectors. Also catalog info on new Economy Heavy-Duty Mirror line. The Miro-Flex Co., Inc., 1634 E. Second, Wichita, Kans.

257 **RUBBER PRODUCTS** — A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Dean Mfg. Co., 1725 London Road, Cleveland 12, Ohio.

262 **OIL FILTER SELLING AIDS** — How to get extra profits in oil filter service sales. A profit making group of sales tools for dealers—the KS-50 assortment of filter cartridges and hand tools for use in servicing the hard-to-get-at as well as readily accessible filters on today's passenger cars. Wix Director for pumpside demonstration of condition of oil. SS-24 Cartridge Display Rack and Wall Chart Interchange Guide for all Cartridge applications. Ask for catalog showing complete line of Full Flow and By-Pass system cartridges, filters, fittings and lines, plus sales active WIX selling aids. Wix Corporation, Gastonia, N. C.

263 **HAND TOOL CATALOG NO. 56M** —84 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. The New Britain Machine Co., Box 1820, New Britain, Conn.

267 **AUTOMOTIVE BEARINGS** — Catalog 50-CB—a 68-page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., 540 S. Mills Street, New Castle, Pa.

317 **GRIZZLY BRAKE BONDING CATALOG** — Describes equipment for conditioning shoes for bonding; power pressure gas heated automatic bonder; clamping devices and gas and electric ovens for bonding. Complete listing of Saftibond segments and applications. Grizzly Mfg. Co., Paulding, Ohio.

323 **BRAKE LINING** — A new 18-page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Beaters Corp., P. O. Box 346, New Castle, Ind.

336 **NEW FILKO IGNITION PARTS CATALOG** — Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B Mfg. Co., 4246 W. Chicago Avenue, Chicago 51, Ill.

338 **AUTO LAMP SERVICING GUIDE** —Illustrated and handy reference with replacement charts and instruction for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also complete information on servicing directional signal flashers. Tung-Sol Electric Inc., 95 Eighth Ave., Newark 4, New Jersey.

340 **RADIATOR AND WATER CLEANER** — Catalog describing new radiator and water cleaner. Unit easy to install, priced economically, two models fit all cars, trucks and buses. Cartridge easily and quickly changed. Prem Corporation, Rumford Post Office, Providence 16, R. I.

341 **SERVICE MANUAL FOR AUTOMATIC TRANSMISSIONS** — Details and illustrations for checking level and changing fluid on Hydra-Matic, Dynaflow, Power Glide, Ultramatic, Chrysler Fluid Drive and Hudson Wet Clutch. The Bell Co., Inc., 411 N. Wolcott Ave., Chicago, Ill.

358 **G-E SAFETY LIGHTING SERVICE MANUAL** — Tells how to sell automotive lighting service . . . How to aim headlamps . . . What lamps to stock . . . Fully illustrated and packed with plenty of "Know-how." Inquiry Bureau, Lamp Department, General Electric Co., Nela Park, Cleveland 12, Ohio.

361 **NEW "QUICK REFERENCE" GASKET CATALOG** — Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Felt Products Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.

363 **MOTOR LIFE EXTENSION** — A Tune-Up Digest plus periodic service bulletins on Fuel Pump testing and maintenance, Voltage Regulators and Ignition tune-up. Descriptive information on Fuel Pumps with the Lifetime Buna-n Diaphragm, Fuel Filters and Ignition Parts. Motor Life Extension Institute, c/o Kem Mfg. Company, 20-21 Wagaraw Rd., Fair Lawn, N. J.

370 **EMEROL MFG. CO.** — Complete printed information on entire line: Marvel Mystery Oil, Marvel Reverse Top Cylinder Oiler, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. Emerol Mfg. Co., 243 W. 60th St., N. Y. 23, N. Y.

389 **"FACTS OF LIFE" — ENGINE LIFE** — 16-page booklet on common engine troubles and corrections, with emphasis on the non-mechanical tune-up. Illustrated throughout. Gives the complete story on oil additives, also selling tips and instructions for use. Castle Division, Hastings Manufacturing Co., Hastings, Michigan.

407 **A B C's OF SAFE PROFITABLE TIRE SERVICE**—A 24-page book just published by Bowes "Seal Fast" Corp. Complete with illustrations and how-to-do-it instructions. Outlines latest tube and casing repair techniques as well as reconditioning trade-ins for profitable resale. Bowes "Seal Fast" Corp., 147 North Pine Street, Indianapolis 2, Indiana.

416 **TAIL PIPE REPAIR KIT** — A four-page color catalog describing the Quaker heavy gauge, seamless tail pipe repair kit. Four sizes to fit all cars. Quaker Supreme Chemical Corp., 315 Whitman St., Montgomery, Alabama.

420 **SIOUX TOOLS** — Illustrated and descriptive condensed 12-page Catalog No. 109-D of SIOUX Portable Electric Tools for automotive repair and maintenance. Albertson & Company, Inc., 3100 Lowell Ave., Sioux City, Iowa.

421 **HOW TO PREVENT PREMATURE BRAKE BLOCK FAILURE**—A non-technical 14-page booklet describing the 5 points of maximum brake block life. Contains excellent chart showing every type of damage with cause and correction for each. Grizzly Mfg. Co., Paulding, Ohio.

9/55/2

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Please enter ..... *renew* ..... *my subscription to S.A.J. and bill me.*

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Street .....

City ..... *Zone* ..... *State* .....

Please enter ..... *renew* ..... *my subscription to S.A.J. and bill me.*

List Items You Want. Tear Out and Mail Attached Card Now!

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished. You may enter a new subscription or renew a present subscription with the card also. Subscription rates $1.00 per year; 3 years $2.00.

NEW PRODUCTS
AND CATALOGS

900—Fuel Tanks

Truck fuel tanks, featuring an offset weld development for greater safety and crash resistance, has been announced by Master Tank & Welding, 1612 Singleton Blvd., Dallas, Texas.

An overlapping head places the weld an inch from the point where

the head of the tank starts to curve, thus making it impossible for a forceful blow to fall directly in line with the weld. The tanks are available singly or in pairs, in round, semi-oval or L-step shapes and in 35-, 40-, 45-, 50-, 60- and 65-gallon capacities.

Want more info? Use coupon on page 106 and you will get it!

901—Lighted Screwdriver

A screwdriver with a built-in flashlight, featuring a rubber insulated handle, has been introduced by Grant Export Corp., 1 East 42nd St., New York 17, N. Y. The tool has been tested for 500 lbs. torque.

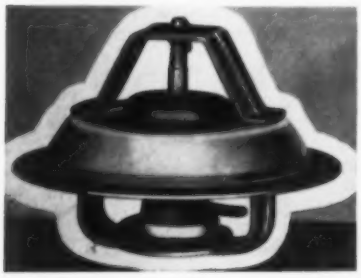
Want more info? Use coupon on page 106 and you will get it!

902—Thermostat

A thermostat for pressurized cooling systems, featuring a reverse-action poppet valve, has been announced by Standard-Thomson Corp., 216 S. Main St., Dayton 2, Ohio.

A "power-pellet," said to have a force of 1,200 lbs. per sq. in., causes the poppet valve to open when operating temperature is reached. Until that time, the pump pressure helps keep the valve sealed against cold water leakage. The "HP" thermostat is available in a range of sizes.

Want more info? Use coupon on page 106 and you will get it!



903—Wiring Tool

A terminal crimping and cable stripping tool, said to perform wiring jobs which would ordinarily require several tools, has been introduced by Belden Manufacturing Co., 4647 W. Van Buren, Chicago 44, Ill.

It cuts and strips primary and ignition cable, applies spark plug wire terminals, solderless primary wire terminals, Douglas snap terminals and butt connectors, it was reported.

Want more info? Use coupon on page 106 and you will get it!

(More New Products on page 110)

SELIG'S NEW Parts Cleaner

KLEENA-KARB
Cold Dip Process

REMOVES CARBON AND GREASE FROM MOTOR PARTS FASTER, BETTER

Costs reduced, profits increased

Will not etch aluminum and other metals

Cuts hardest carbon and grease from motor parts

Listed by Underwriters' Laboratories

No excessive evaporation

Selig's KLEENA-KARB six and twelve gallon kits come complete with dipping basket.

THE SELIG COMPANY
Serving the automotive and trucking industry since 1896.
ATLANTA DALLAS KANSAS CITY HOUSTON NEW ORLEANS

The Selig Company
342 Marietta St., N.W.
Atlanta, Georgia
☐ Send me the 6-gallon KLEENA-KARB KIT
☐ Send me more information on KLEENA-KARB
Name .....
Address .....
City ..... State .....

—Here's your chance to make extra

DU PONT

THIS YEAR'S FALL

Football's famous Frank Leahy coached Notre Dame's Fighting Irish to a record 106 victories in 10 years!

Promoted by America's top

FRANK

on his

Read how "Anti-freeze Week" gave these dealers extra fall profits

Joe Davis of Peoria, Illinois, is shown with some of the parts, chemicals, and accessories he sold during Du Pont's 1954 "Anti-Freeze Week" for an extra $1,000 profit. This is the kind of business you can do at your station when you make the most of "Anti-Freeze Week."

"WE SOLD $250 more anti-freeze than last year . . . and had a $125 increase in the sales of cooling system parts and services." *Edward Goldrich, Edward Goldrich Service Station, Northampton, Mass.*

"BY PROMOTING 'Anti-Freeze Week,' servicing of radiators was made at leisure . . . and sales of parts increased 130% . . . it's a good idea!" *Dick Gietzen, Gietzen Sinclair Service, Grand Rapids, Mich.*

"MY ANTI-FREEZE sales doubled the amount I'd sold before. What's more, I sold $175 worth of parts, chemicals, and service." *Ross Collier, Inwood Super Service Station, Dallas, Texas.*

GET READY NOW FOR THIS BIG PROFITABLE PROMOTION. Put up your colorful Du Pont

profits this fall...tie in with

"ANTI-FREEZE WEEK"

PROMOTION WILL BE BIGGER AND BETTER THAN EVER!

football authority

LEAHY

weekly TV football show!

SPONSORED BY DU PONT TO HELP YOU SELL EARLY WINTER SERVICE AND ZERONE AND ZEREX THIS FALL

And...

LIFE magazine and MECHANIX ILLUSTRATED

"Anti-Freeze Week" gets a bigger kickoff than ever this year in LIFE, one of America's most popular weeklies. No less than four full-page ads will tie in with our full-page announcement of "ANTI-FREEZE WEEK." Another full-page ad, plus editorial features, will appear in "Mechanix Illustrated," too.

newspapers

Big, hard-selling advertisements plus a series of smaller ones will run in your local papers this fall urging motorists to see you early for Du Pont anti-freeze and complete winter service and car care.

billboards

Colorful outdoor advertising will be seen by the motorist when he's driving near your place of business—reminding him it's time for a Du Pont anti-freeze.

publicity

All over the country stories will be running editorially on early winter service. Miss Anti-Freeze will be helping you sell in newspapers, on radio and television. Tie-in promotions and displays will appear in retail stores right in your town. Get ready for profits!

"Zerone" and "Zerex" display pieces. If you haven't yet received your kit, call your supplier today!

More New Products

(Continued from page 107)

904—Brake Parts Assortment

A brake "hold-down" parts assortment kit, composed of parts said to be fast moving and needed on most brake jobs, has been announced by D & V Manufacturing Co., P. O. Box 3843, Birmingham 8, Ala.

The parts are contained in plastic tubes and are visible at a glance.

Want more info? Use coupon on page 106 and you will get it!

905—Valve Catalog

"The Principles of Valve and Valve Seat Reconditioning," a 28-page illustrated booklet describing correct methods and special pointers, has been issued by The Black & Decker Manufacturing Co., 600 Pennsylvania Ave., Towson 4, Md. It contains numerous photographs and diagrams.

Want more info? Use coupon on page 106 and you will get it!

906—Cooling System Sealer

A sealer for increased pressure cooling systems, which is said to stop radiator leaks and reduce head gasket seepage, has been introduced by Zecol, Inc., 3270 S. Third St., Milwaukee, Wis.

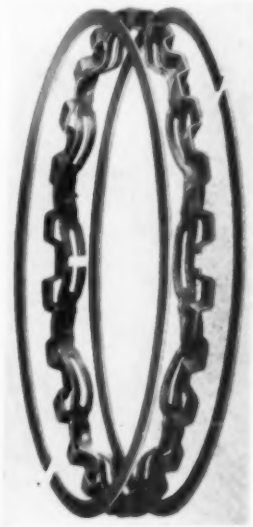
The compound can be used with standard anti-freeze solutions and will not clog radiators or harm hose and metal parts, according to the manufacturer.

Want more info? Use coupon on page 106 and you will get it!

907—Oil Ring

A steel oil ring for use on engines with high vacuum on deceleration, featuring a side sealing action which prevents reportedly high vacuum condition from pulling oil around the sides of the ring, has been developed by Sealed Power Corp., 500 Sanford St., Muskegon, Mich.

A crown or curve forms in the spring, forcing side rails against the



edges of the ring groove, leaving piston oil holes open.

Want more info? Use coupon on page 106 and you will get it!

908—Ventilator

A chrome-plated ventilator, which directs cool air down to the floor and seat of the car and stale air to the outside, has been introduced by The Greenfield Co., 4417 W. Rice St., Chicago 51, Ill.

Called "Deflectaire," the device retards rain, but does not block side vision. It fits old- or new-style windows.

Want more info? Use coupon on page 106 and you will get it!

909—Transmission Gears

High-ratio transmission gears for Chevrolets, featuring higher speeds with a change of only three gears, have been introduced by Cragar Equipment Co., 3663 E. Gage Ave., Bell, Calif.

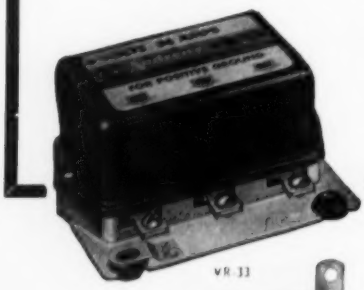
Two changeover sets, 1940-51 and 1952-55, are available. The manufacturer reports 9.3% higher speed in low gear and 18.6% higher speed in second gear with the same engine rpm.

Want more info? Use coupon on page 106 and you will get it!

Look to Andrews for

FULL QUALITY-FULL VALUE

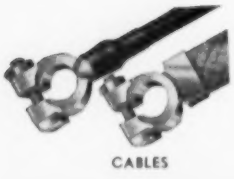
IN IGNITION PARTS WIRE AND CABLES

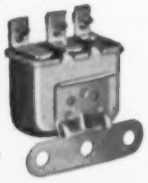


Built up to a high standard in quality of materials and workmanship, Andrews Ignition Parts give the Ignition Specialist the kind of parts he can proudly use and insure customer satisfaction.

Since 1921 Andrews Ignition Parts have served the automotive replacement trade with the best!

Write for our new Catalog No. 55E featuring the complete line of Andrews Ignition Parts.





ORDER FROM YOUR JOBBER

CUSTOMER SATISFACTION Quality Andrews Value SINCE 1921

Andrews MANUFACTURING CO ST. LOUIS, MO.

Southeastern Representative:
LAWRENCE M. HIRSIG & COMPANY
American National Bank Building
Jacksonville 7, Florida

Southwestern Representative:
LYNN & HEMPHILL
301 North Market
Dallas, Texas

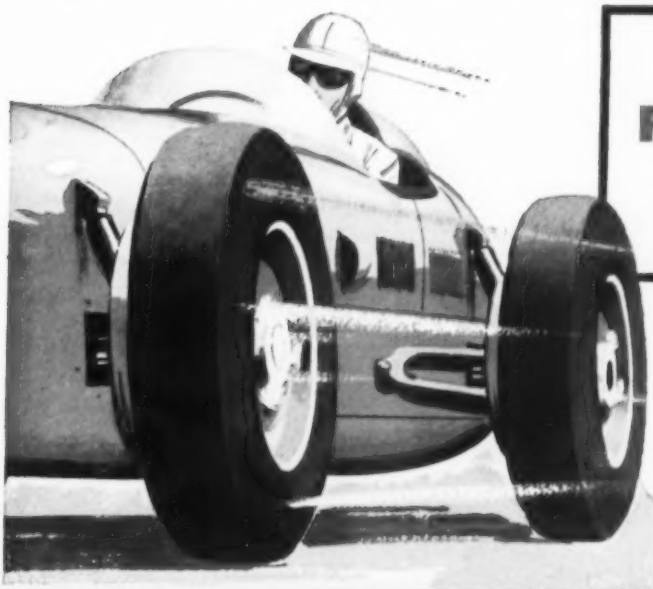
Ride with the Winner for BIGGER PROFITS

The rugged stamina and dependability of Monro-Matic Shock Absorbers have been convincingly proved in the Indianapolis "500." For the third straight year, Monro-Matic-equipped cars have finished first in this gruelling race. And this year, the cars finishing in first, second and third places were Monro-Matic-equipped.

Monro-Matic Shock Absorbers will prove themselves real champions in your shop, too. Their ability to improve the riding quality of any car will build customer good will for you. The excellent margin of profit – as much as fifteen dollars a set – makes them a real money-making item. And Monroe's sensational 30-Day Free Ride Plan, thoroughly dealer-tested and proved, makes Monro-Matics as easy-selling as they are profitable.

Ask your jobber for full information about the profitable Monroe franchise, or write us.

MONRO-MATIC
SHOCK ABSORBERS



30-DAY FREE RIDE PLAN

Get the facts on the industry's most sensational sales-producing plan. Dealers report sales and profits upped as much as 500% by the Monroe 30-Day Free Ride Plan.

FREE!
You are invited to a FREE showing of "Behind the Scenes at Indianapolis." Ask your jobber for date of showing.

MONROE AUTO EQUIPMENT CO.
MONROE, MICHIGAN
WORLD'S LARGEST MAKER OF RIDE CONTROL PRODUCTS

More car manufacturers specify Monroe Shocks than any other brand.

910—Tubeless Manual

A 12-page illustrated manual containing step-by-step instructions for servicing and repairing tubeless tires has been issued by the Coats Co., 3001 Fifth Ave., S., Fort Dodge, Iowa. It is available to dealers who write requests on their letterheads.

Want more info? Use coupon on page 106 and you will get it!

911—Painters' Dope Sheets

Painters' dope sheets, featuring step-by-step descriptions of refinishing procedures and discussions of common problems, have been issued by The Arco Co., 7301 Bessemer Ave., Cleveland 27, Ohio. Separate sheets for baked enamel, air-dry enamel or lacquer refinishing show surface preparation treatment, finishing steps and instructions for use of materials.

Want more info? Use coupon on page 106 and you will get it!

912—Oil Seal Pullers

A set of oil seal pullers to remove sizes from ⅜" to 4½", consisting of two hammers and six expanding heads, has been announced by Patton Manufacturing Co., 1802 W. Pleasant St., Springfield, Ohio.

A hammer is attached to an expanding head and the head inserted into the oil seal opening. After tapping with the hammer, the oil seal is removed.

Want more info? Use coupon on page 106 and you will get it!

913—Wheel Weight Catalog

A four-page catalog showing its line of wheel balancing weights for passenger cars, trucks and buses, featuring eight types covering 74 sizes, is available to jobbers from Snugl Wheel Weight Manufacturing Co., 824

E. Elm St., Kokomo, Ind. It includes cross sectional views of the firm's weights.

Want more info? Use coupon on page 106 and you will get it!

914—Parts Cleaner

A cold dip solution for cleaning engine parts, featuring a lack of toxic or disagreeable odor and less evaporation, has been announced by The Selig Co., 342 Marietta St., N. W., Atlanta, Ga.

"Kleena-Karb" does not harm metal and needs no special equipment for the cold dip process, according to the manufacturer.

Want more info? Use coupon on page 106 and you will get it!

915—Drying System

An infrared paint drying system for car and truck bodies, featuring tubular quartz lamps with aluminum reflectors to eliminate "dead" spots and give full coverage, has been announced by M & E Manufacturing Co., 2571 Winthrop, Indianapolis, Ind.

The units, which consist of two vertical lamp banks and a horizontal

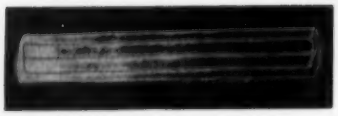
lamp bank for drying tops, hoods, decks, etc., are suspended from an overhead tram which traverses the length of the vehicle. The 1,000-watt lamps, said to have a life of over 5,000 hours, are mounted in ceramic heat insulators. They have high or low heat controls.

Want more info? Use coupon on page 106 and you will get it!

SHHHHHHH!

Crown valve pads make CHEVROLET V-8 quiet as a mouse!

Below you see the Crown #508 being installed on a '55 Chevrolet V-8. Pour regular motor oil on the pad until it is saturated. When placed over the valve mechanism the pad forms a flexible cushion which lubricates the valves and silences clicking NOISES. Crown pads are designed to accomplish four important functions: (1) to stop valve clicking on overhead valve motors, (2) to aid in proper lubrication of the rocker arms, (3) to protect the valve stems from condensation drip, (4) to strain any dirt picked up by the fan and backlash through the breather.



The pad is made of cotton wicks sewed together and enclosed in a porous duck cover. The exact dimensions hold the pad in place when installed.

The Crown #508 is carefully designed for the new Chevrolet V-8. Once installed over the valve mechanism, your customer's Chevrolet will perform quieter than a mouse! Crown pads are also available for: Chevrolet 6, Ford Y-Block V-8, Ford 6, GMC, Buick Standard and Master, Nash, Studebaker, International Trucks, Oldsmobile, Lincoln, Cadillac, Willys, MG, Austin.

"Crown—the original and leading overhead valve pad"

EARLE ESTES MFG. CO.

UNION CITY, GEORGIA

Now... New GRIZZLY Sales Kit

Here's What You Get !

Steering Wheel Inspection Card
A real sales puller that's easy to use! Pull the right front wheel of every vehicle that comes to your shop . . . measure the lining . . . mark the card . . . and sell a brake job!

Brake Specialist Decal
The Grizzly decal tells all of your customers that you are a Grizzly Brake Specialist . . . and know what's best for their cars . . . helps you capitalize on GRIZZLY'S national advertising, too!

Newspaper Ad Mats
You'll be amazed at what even small space, regular advertising in local newspapers will do for you. These Grizzly ad mats lower your advertising costs . . . are tested to pull more interest and business.

Door Well Sticker
You've found this type promotion effective with chassis lubrication jobs . . . now you can use it for getting repeat brake service business. It gives the date and mileage of the brake work you do . . . recommends the mileage at which brakes should be inspected.

Colorful Posters
These posters remind your customers that the Grizzly Brake Linings you install are the ones they see in national publications. Hang it where it'll suggest safety and sales to every customer.

...Helps Sell Safe Brakes!

Now, Grizzly offers you a complete merchandising program that'll build your brake service business . . . boost brake reline sales . . . and play a merry tune on your cash register.

It's new . . . it's different . . . it's your answer to the problem of selling brake safety to all of your customers . . . and it costs . . . NOTHING . . . when you sign up as a Factory Authorized Grizzly Franchise Dealer. Call your distributor now . . . he'll give you all the details on becoming a GRIZZLY Franchise Dealer . . . help you get your promotion kit . . . fast!

ASK YOUR DISTRIBUTOR . . .
. . . he can give you the complete details on Grizzly SILVERTIP AND SYNCRO Brake Linings and Saftibonded sets. He'll get these free promotional aids!

Bear in Mind . . . ask for

GRIZZLY
BRAKE LINING
GRIZZLY MANUFACTURING DIVISION
Paulding, Ohio

Want more facts? Use Reader Service Card Page 106

916—Gasket Assortments

Gasket assortments for water outlet and thermostat housing, in counter merchandiser cartons, are available from Victor Manufacturing & Gasket Co., P. O. Box 1333, Chicago 90, Ill.

Assortment JV137E includes 270 gaskets in 27 varieties and covers most popular cars. Assortment JV138-C contains 110 pieces in 11 varieties.

Want more info? Use coupon on page 106 and you will get it!

917—Wind Deflector

A stainless steel wind deflector, said to cut down wind roar and noise without obstructing vision, has been announced by Groboski Industries, 6055 S. Ashland Ave., Chicago 36, Ill.

The device, which fits on the lip of the front door, can be installed in one minute, the announcement said. It also deflects rain and snow.

Want more info? Use coupon on page 106 and you will get it!

918—Spring Shackle Jack

A spring shackle jack, said to facilitate removal and replacement of rubber bushings on late-model Ford, Chevrolet, Plymouth and other popular cars and light trucks, has been announced by Rinck-McIlwaine, Inc., 16 Hudson St., New York, N. Y.

Two steel jaws, working on opposite-direction threads, spread spring and chassis apart when the handle is turned, removing tension from the shackle and leaving the bushing free for removal. At the same time hardened studs in the upper jaw bite into the chassis, while a thumb screw secures the lower jaw to the spring to prevent slipping.

Want more info? Use coupon on page 106 and you will get it!

919—Metal Cutter

A power-driven metal cutter, which can be attached to a ¼" portable drill to cut a straight line, curve or circle in flat, convex or concave surfaces, has been announced by Douglass Tool Co., 5251 Pattison Ave., St. Louis 10, Mo.

The tool is reported to cut sheet metal up to 16 gauge and stainless

steel up to 18 gauge. It removes about 1/16" material as it cuts and is said to leave smooth edges without stretching the metal. The cutter is cadmium-plated steel and has a hardened tool steel reversible blade with two cutting edges.

Want more info? Use coupon on page 106 and you will get it!

920—Compass

A wide-angle-visibility car compass, featuring a compensator to overcome the inherent magnetic influence of the car, has been introduced by Dinsmore Instrument Company, 1800 Kelso St., Flint, Mich.

Dial and assembly are hermetically sealed in Army-Navy-approved compass fluid and vibrations and oscillations are said to be hydrostatically eliminated. The dial has black and red lettering.

Want more info? Use coupon on page 106 and you will get it!

WHAT DO YOU NEED TO SELL more BATTERIES?

? GUARANTEE
Exide guarantees range from 4 years to 18 months!

? FILL 3 TIMES A YEAR
Exide ULTRA START® and HYCAP-XD Batteries have this feature!

? CHARGED and DRY
Exide has them for you. Here's new sales appeal!

? CONSUMER ACCEPTANCE
You won't find a better-known, more respected brand name!

? QUALITY PRODUCT
Exide leads with patented grid alloys and other long-life features!

? LOW PRICES
You can meet competition in all price ranges!

Exide has all of this and more! Get the facts from your Exide Distributor.

Exide®
AUTOMOTIVE DIVISION
P.O. Box 8109 • Philadelphia 1, Pa.

success stories like this by the thousands prove:

the No. 1 Profit Maker

for YOU is BEAR SERVICE

"BEAR equipment did it for us."

From village smithy to a big-time Safety-Chek station—that's the success story of W. C. Krueger & Son, Thiensville, Wis. And, according to Bill and William C. Krueger, "Bear" Equipment helped them achieve it. Shown here are pictures of the grand opening, when 4,000 people came to admire a complete line-up of "Bear" Equipment. The Kruegers prove once again that, the More "Bear" YOU HAVE, the MORE MONEY YOU MAKE!

How about YOUR Success Story? Start it today, by sending for your copy of the "Bear" Catalog.

Write Bear Mfg. Co., Dept. S-1, Rock Island, Ill.

*Extra Heavy-Duty Service 9000-830

*Super Frame and Alinement Service 197-84 with Totaliner

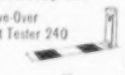
*Passenger Car Balancer 330

*Super Heavy-Duty Balancer 3300

*"Bafantry" Service 736

On-A-Car Balancer

*Drive-Over Alinement Tester 240



*Brake Tester 450

Crankshaft Balancer

*Headlight Tester 560

*W. C. Krueger & Son have this "Bear" equipment

BEAR.

SAFETY SERVICE R-752R

Copyright 1954, Bear Mfg. Co.

921—Valve Guide Cleaners

Nylon valve guide cleaners in ten sizes, ranging from ¼" to 1 1/16", have been announced by Black & Decker Manufacturing Co., 600 Pennsylvania Ave., Towson 4, Md.

The cleaners are designed to remove sludge and varnish and to polish and burnish without scratching.

Want more info? Use coupon on page 106 and you will get it!

922—Water Pump

A Nash water pump, said to operate under all conditions, including pressurized cooling systems, has been announced by Airtex Products, Inc., Fairfield, Ill.

A bellows-type seal with an extra carbon seal washer is designed to prevent leaks and a sealed ball bearing in a rubber sleeve replaces bushing and combats vibrations.

Want more info? Use coupon on page 106 and you will get it!

923—Truck Headlamp

A 12-volt truck headlamp designed to withstand unusual shock and vibration, featuring improved visibility at night and in fog, rain, snow and dust, has been announced by General Electric Co., Nela Park, Cleveland 12, Ohio.

Designed for heavy trucks whose vibrations could damage filaments, the lamp has three anti-shock construction features and filaments designed for longer life. It meets SAE specifications for sealed beam headlamps.

Want more info? Use coupon on page 106 and you will get it!

924—Spark Plug Sockets

Spark plug sockets with rubber inserts for holding plugs, enabling a user to change plugs without burning his hands on manifolds, have been announced by Plomb Tool Co., Washington and Santa Fe, Los Angeles 54, Calif.

Extensions of various lengths can be used with the sockets to reach

otherwise inaccessible plugs on several V-8 engines. Sockets and extensions can be turned by most handles, including ratchet-head or other torque wrenches.

Want more info? Use coupon on page 106 and you will get it!

925—Leak Finder

A testing device for locating leaks in radiators and pressure caps in pressurized cooling systems, featuring a safety valve in the analyzer body to prevent build-up of excessive pressure, releasing automatically at 16 lbs., has been announced by E. Edelmann & Co., 2332 Logan Blvd., Chicago 47, Ill.

The analyzer reveals leaks or pin holes in cylinder heads, gaskets, en-

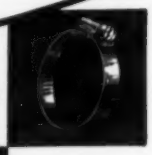
gine blocks, hoses, water pumps and heaters. A reversible chrome-plated adapter with two-way rubber bushing fits into the long or short neck radiator openings to test pressure radiator caps. The unit includes rubber bushing, chrome adapter, cooling system manual and instruction sheet.

Want more info? Use coupon on page 106 and you will get it!

Setting a New Pace in Hose Clamps!

YOUR CHOICE OF FOUR CHAMPIONS TO PUT YOU FIRST IN HOSE CLAMP SALES!

Hy-Gear — the "Speedway guaranteed" hose clamp



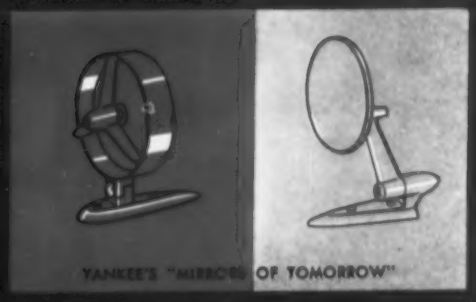
Snaplock — the swivel-action hose clamp

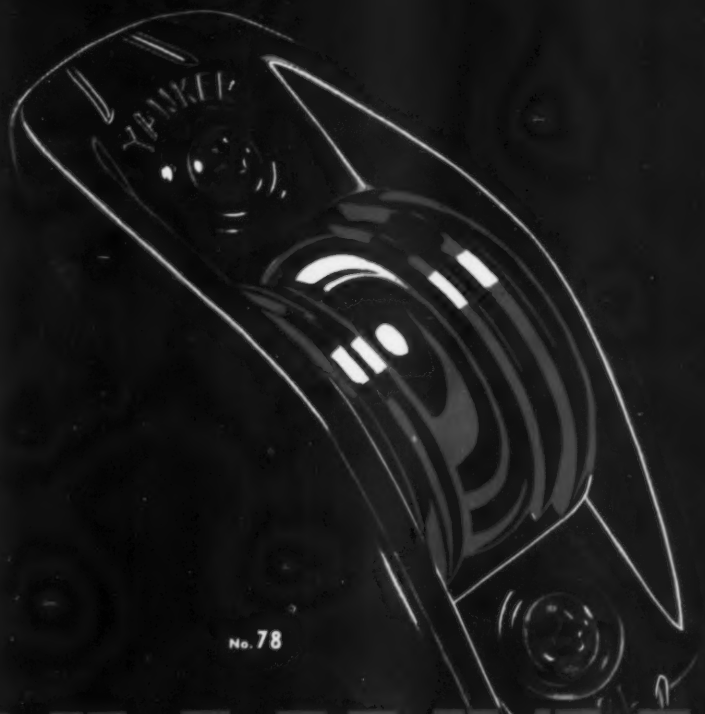
Auto-lock — the latest original equipment clamp

Wraplock — the mechanic's strap clamp

the pacesetter in hose clamps since 1913

ideal Corporation
BROOKLYN 7, N.Y.





From the home of America's most popular passenger car mirrors come the new

'ALUMILINE'

No. 78
ALUMINUM ARMORED CLEARANCE-MARKER LIGHT
Deeply recessed, thick plastic lens (amber or red) within a sturdy, streamlined two-piece aluminum housing. Screw holes match those of your present heavier clearance lights. Bright 3 c.p. bulb.

No. 130
ALUMINUM FLUSH REFLECTOR
Only 7/16" overall height. 3" red or amber wafer-thin Stimsonite unit designed for shallow installations.

No. 475 - 9" ALL ALUMINUM TRUCK MIRROR
Featherweight, clamp-on or bolt-on double-extension mirror. Extends from 13½" to 24½". Head fully adjustable and replaceable.

No. 139
ALUMINUM ARMORED REFLECTOR
Deeply recessed 3" Stimsonite lens in red or amber plastic. Sturdy aluminum housing keeps its lustre for years.

fleet accessories by Yankee

Here's lightweight, long-lasting aluminum, handsomely fashioned into gleaming fleet accessories by Yankee. No more ugly brown stains will mar the sides of trucks equipped with the rust-proof ALUMILINE. Yankee's ALUMILINE costs no more than ordinary painted accessories — yet it's common knowledge that aluminum accessories last far longer. Another ALUMILINE plus: each truck carrying the required number of lamps, mirrors and reflectors in aluminum can add thousands of potential payload pounds during a year's hauling.

Save weight! Save money! Dress up those trucks! Replace with Yankee's ALUMILINE

Write for catalog of more than one thousand fleet accessory items to

YANKEE

YANKEE METAL PRODUCTS CORP.
Norwalk, Connecticut

926—Washing Powder

A washing powder, claimed to produce suds which remain stable over a long period of time, enabling many washings from the same solution, has been developed by The Selig Co., 342 Marietta St., N. W., Atlanta, Ga.

Called "Snow," the powder contains no filler, caustics, alkalies, soaps or fats.

Want more info? Use coupon on page 106 and you will get it!

927—Abrasive Cloth

A mesh abrasive cloth for polishing metal, wood and plastic surfaces, featuring open pores to permit passage and elimination of sanded particles to prevent clogging, has been introduced by Amerotron Corp., 1407 Broadway, New York, N. Y.

Supplied in sheets, discs and rolls, the cloth has grits on both sides as well as through its openings.

Want more info? Use coupon on page 106 and you will get it!

928—Pressure Converter

A spray gun that converts high pressure paint spray systems to low pressure has been announced by Roxon, Inc., 50 Broad St., New York 4, N. Y.

The attachment handles standard paints, varnishes, lacquer emulsions, lacquers, enamels or white washers with either internal or external atomization and produces a round or flat jet, ½" to 16" wide.

Want more info? Use coupon on page 106 and you will get it!

929—Wiper Blades

Heavy - duty windshield wiper blades for trucks, buses and other commercial vehicles, for use on flat or curved windshields, have been announced by Trico Products Corp., 817 Washington St., Buffalo 3, N. Y.

For flat windshields, the blade is available in lengths from 16" to 21"; on curved windshields, lengths come in 14", 16", 18" and 20" sizes.

Want more info? Use coupon on page 106 and you will get it!

930—Brake Fluid

A 2½-gal. container of SAE heavy-duty brake fluid in a reusable container with a flexible pour spout and dispensing pump has been announced

by The Bell Co., 411 N. Wolcott Ave., Chicago 22, Ill.

The filling operation can be performed by one man.

Want more info? Use coupon on page 106 and you will get it!

931—Electric Tool Catalog

A 24-page illustrated catalog describing its line of portable electric tools, their performance data and specifications, has been issued by The Black & Decker Manufacturing Co., 600 Pennsylvania Ave., Towson 4, Md. Included are drills, sanders, grinders, polishers, vacuum cleaners and valve reconditioning equipment.

Want more info? Use coupon on page 106 and you will get it!

932—Terminals

A line of pre-insulated solderless primary wiring terminals and connectors packaged in transparent plastic boxes has been introduced by Belden Manufacturing Co., 4647 W. Van Buren, Chicago 44, Ill.

The terminals are insulated with plastic said to have high dielectric strength and be resistant to flame, oil, acids, grease, gasoline, alcohol and fungus. They can be attached in a single operation.

Want more info? Use coupon on page 106 and you will get it!

RATED AMONG THE

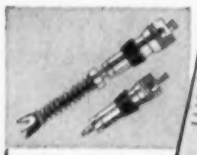
Top Two

in recent important tests
by a leading consumer testing organization!

Acme Tire Pressure Gauges rated among the top two for accuracy, readability and ability to "take it" in recent important consumer tests! Used by leading servicemen everywhere. Send for complete catalog No. 1003.

No. 525
Personal Gauge
(10 to 40 lbs.)
1 lb. calibration

ACME AIRLINER
The 3-in-1 Gauge. Inflates, deflates, gauges. A "must" for all stations.



ACME VALVE CORES
Equal to or better than other leading brands, by independent test!

ACME RUBBER VALVES
Made of premium quality rubber. For use on natural or synthetic rubber.

ACME TIRE PRESSURE GAUGES
AND OTHER AIRLINE ACCESSORIES

ACME AIR APPLIANCE CO., INC.
100-120 Hinsdale St., Brooklyn 7, N. Y.

ONE answer for all of your AUTOMOTIVE filler cap needs...

AC FILLER CAPS

One source of supply, one make for all the filler caps you sell.

This is the original equipment line. For example, AC Pressure Caps are standard equipment on more new vehicles than any other make.

AC Filler Caps are engineered and manufactured to the highest standards of quality . . . to the standards of General Motors original equipment. Standardize on AC Filler Caps. Stock them for all your customers' needs.

Available quickly from your regular AC SUPPLIER

AC SPARK PLUG DIVISION
GENERAL MOTORS CORPORATION
FLINT, MICHIGAN

GM GENERAL MOTORS

Want more facts? Use Reader Service Card Page 106

933—Brake, Tire Catalog

A 48-page catalog featuring brake and tire servicing equipment, supplies and accessories has been issued by Barrett Equipment Co., 21st and Cass Sts., St. Louis 6, Mo. A companion condensed catalog is also available.

Want more info? Use coupon on page 106 and you will get it!

934—Radiator Cleaner

A radiator cleaner, said to disperse grease, rust and scale and especially useful in preparing for the addition of anti-freeze, has been announced by the specialty sales division, E. I. du Pont de Nemours & Co., Wilmington, Del. Called "Fast Flush," the cleaner acts in about ten minutes.

Want more info? Use coupon on page 106 and you will get it!

935—Dual Exhaust System

A dual exhaust header system for six-cylinder in-line Chevrolets up to and including 1954 models, featuring simplified installation which keeps original heat riser intact, has been announced by Automotive Engineering, Inc., 2550 S. Wabash Ave., Chicago 16, Ill.

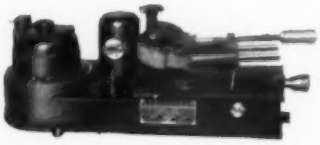
The rear portion of the exhaust manifold is cut off and replaced with a Y-shaped header which carries half the exhaust into the second pipe and muffler. A plate furnished in the kit seals off the cut end of the manifold. The other half of the exhaust goes out through the original equipment exhaust pipe, muffler and tailpipe assembly. Systems for six-cylinder Plymouths are also available.

Want more info? Use coupon on page 106 and you will get it!

936—Shoe Grinding Fixture

A shoe grinding fixture, reported to allow shoes with only star wheel brake adjustment to be ground to an arc to give 100% lining-to-drum contact, has been announced by Ammco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill.

The #4140 fixed anchor shoe clamp is designed to bench-grind



shoes in their normal operating position to eliminate diving, pulling, spongy pedal and other problems caused by incorrect lining-to-drum contact.

Want more info? Use coupon on page 106 and you will get it!

937—Headlamp Chart

A 20" x 28" chart showing replacement headlamp assemblies for popular cars and trucks has been issued by Auto Lamp Manufacturing Co., 2909 S. Indiana Ave., Chicago 16, Ill. Included are manufacturers' parts numbers, door numbers and exploded views of the headlamps.

Want more info? Use coupon on page 106 and you will get it!

938—Pump Repair Catalog

An eight-page water pump repair kit catalog, giving numbers and applications for cars and trucks, has been issued by Master Parts Division, Airtex Products, Inc., Fairfield, Ill.

Want more info? Use coupon on page 106 and you will get it!

939—Brake Shoe Catalog

A 20-page brake shoe catalog covering most 1955 models for passenger cars, light trucks and farm tractors, including a two-page chart to aid in identifying popular shoes, has been issued by Johns-Manville, 22 E. 40th St., New York 16, N. Y. The publication is available to distributors and dealers using its exchange plan.

Want more info? Use coupon on page 106 and you will get it!

DON'T GAMBLE with sales

BE SURE ... Sell

WITTEK Sure-Tite

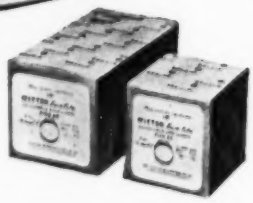
ALL-PURPOSE HOSE CLAMPS

Stainless Steel Construction • Aircraft Quality with Wittek Worm Drive Features • Quick and Easy to Apply • Complete Range of Sizes • Convenient Packaging

Quality materials, strong construction, and easy application of Wittek Hose Clamps assure you of top sales. You can always be sure when you sell Wittek—hose clamps in all sizes . . . for every purpose . . . and all at one source of supply. See your Jobber today or write direct to Wittek Manufacturing Co. for complete details.

AVAILABLE IN CARTONS

Every size Wittek Hose Clamp is now available in attractive display cartons of 10 clamps each. They give added convenience for storing or stacking in displays.



SEE WITTEK'S COMPLETE LINE OF HOSE CLAMPS

SOUTHERN REPRESENTATIVES

Lawrence M. Hirsig & Co., American National Bank Bldg., Jacksonville 7, Fla.; McClintock Sales, Inc., 2631 Commerce St., Dallas 1, Texas.

WITTEK MANUFACTURING CO.

4341 West 24th Place, Chicago 23, Illinois

Put a mile in your sales with

ADVERTISED
IN
The Saturday Evening
POST

Dealers smile because customers are pleased with the faster starting, longer lasting trouble-free service of the NATIONAL DEEPWELL 120 ampere hour battery.

The National Deepwell "120" has everything. All the qualities that assure top performance from the start. LEAD BUSHINGS to resist vibration — ELEMENT TOP PROTECTORS — guard the separators — KATHON GRIDS for longer plate life — LIFETIME INSULATION — TELEVEL VENT PLUGS — HARD RUBBER CONTAINERS.

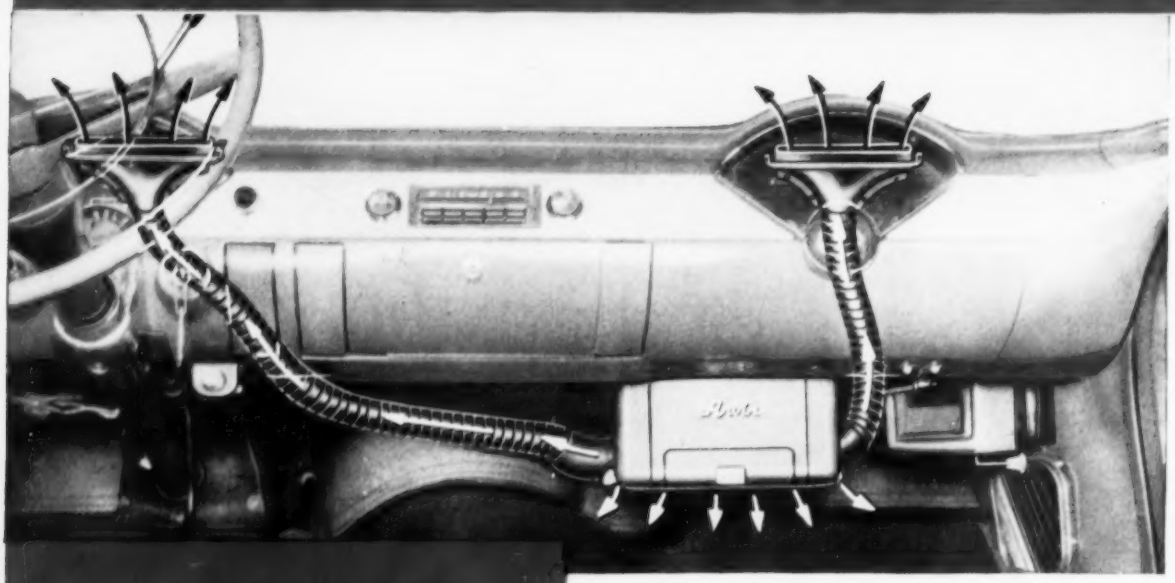
Customers who come back smiling are your prized possession. You can keep them smiling with National Deepwell.

GOULD-NATIONAL BATTERIES, INC.

SAINT PAUL 1, MINNESOTA

TERRIFIC PERFORMANCE! EASIER INSTALLATION!

Two new ARVIN



MUCH LOWER PRICED

than car-factory heaters!

LIST PRICE ONLY

$44.95

Fresh-Air kit including Defroster $9.95 extra.
Liberal dealer discount.

Arvin Series "55"

for 1955 Chevrolet, Ford, Plymouth cars

PRESSURE-FORCED HEAT AND DEFROSTING
Fresh Air or Recirculating

For comfort, it's *volume* that counts! And Arvin's high-speed impeller—operating up to 3000 r.p.m.—*pressure forces* warm air to all parts of the car and to the defroster—within seconds.

Core is refilled every 2 seconds!

Arvin's larger radiator core, with a 2-second hot water refill rate, has ample capacity for big, sustained heat distribution. *All* the air in a 6-passenger sedan is circulated every 2 minutes. When heater is shut off, summer vent provides free circulation of fresh air for cooling.

Arvin—First in Car Heaters since 1921

PRICED FOR RECORD SALES!

Hot Water Car Heaters

IN 6 AND 12 VOLT SIZES!

AS A FRESH AIR HEATER

fits 1955 Ford and Chevrolet cars

The Arvin "55-12" installs complete in a '55 Chevrolet passenger car in 1.2 hours. Blower fits pre-punched holes in dash—only 4 holes to drill . . . The Arvin "55-6" can be fully installed in a '55 Ford passenger car in only one hour. Only 2 holes to drill in the dash.

AS A RECIRCULATING HEATER

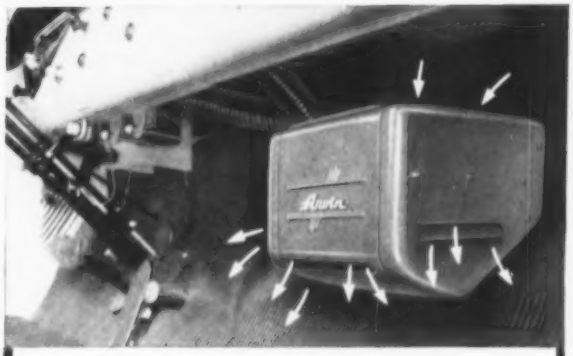
fits 1955 Plymouth, Ford and Chevrolet cars

The Arvin "55-6" is the ideal recirculating heater for 1955 Plymouth passenger cars. All mounting holes but one are drilled in the dash plate, which is easily removable for off-the-car drilling . . The "55-12" and "55-6" are easily installed as recirculating heaters in 1955 Chevrolet and Ford cars, respectively.

Demonstrator Display and Poster

Tubular steel frame to hold Series "55" Arvin Heater FREE with single order for 24 or more heaters—either Series "55" or Series "20".

Big, 17 x 22", 2-color wall or window poster in dazzling Day-Glo ink—FREE with your Arvin heater order.



Arvin Series "20"

Universal Recirculating Heater-Defroster

fits most cars and trucks, new or old

LIST PRICE ONLY **$31.95**

Defroster extra. Liberal dealer discount.

A champion performer, a real space-saver!

A spectacular value, with highest appeal to every prospect for recirculating heat. The Arvin reputation for proved performance insures big-volume sales. Specially designed to fit easily into small or odd-shaped spaces in cars or trucks.

A New Core—King-Size Fan

A heater with a great heart!—2400 square inches of radiating surface in a 6 x 8 x 2½" honeycomb core. Water changes completely every 2 seconds at normal driving speeds—distributes heat fast! . . . Big 8-blade, 7-inch fan moves 150 cubic feet of warm air per minute. Circulates *all* air in average sedan or truck cab every 2 minutes.

See your Arvin distributor • Arvin INDUSTRIES, Inc., Columbus, Indiana

The office and warehouse building of King Sales Co., Jacksonville, Fla., which is expected to be ready for occupancy by Nov. 1, was planned with plenty of room for expansion and parking facilities. Ben Carlin, owner, reported that the new quarters would provide about three times their present space.

HERE'S THE ANSWER TO

TUBELESS TIRE REPAIRING

Akro®

SERVICE SHOP IN A BOX!

★ The easy, fast, safe way to repair tubeless tires!

★ WHAT YOU GET! Kit includes 3 repair plug sizes (the right size for every puncture!), can of plug lubricating cement and plug pulling tool!

★ Highly Profitable . . . yet it's inexpensive!

★ Exclusive Plug Design! (patent pending) Locks air in from inside . . . fin construction seals out dirt and water! Light weight doesn't affect tire balance.

★ Free Sales Booster! Each AKRO Tubeless Tire Repair Kit contains colorful window banner. Identifies dealer as headquarters for safe, sure AKRO Tubeless Tire repairing.

★ Four Sizes Available! Plugs and accessories available in bulk.

★ For Repairing Regular Tires, Too! Quick, sure, easy!

Special Offer!

Mail this coupon for details on the AKRO Tubeless Tire Repair kit and a free demonstration!

MORE PROFIT-BUILDERS!

Write for information on these other fast moving members of the Akro line—Akro Dual-Duty Tube and Tire repair, Akro Small Parts Cabinet, Akro Truck Fender Flaps, Akro Patch-Rite Tire Repairs and other Akro Automotive sales makers!

Akro "Automotive Service and Know-How Since 1929"

THE BUXBAUM CO.

CANTON 1, OHIO

THE BUXBAUM COMPANY S-9
Canton 1, Ohio

Please rush information on:
_____ The Akro Tubeless Tire Kit
_____ The complete Akro automotive line

NAME .....
COMPANY .....
CITY ..... ZONE .....
STATE .....

Heckethorn Purchases Kool Kooshion Firm

HECKETHORN Manufacturing and Supply Co., Littleton, Colo., has bought Kool Kooshion Manufacturing Co., Oklahoma City, Okla., D. E. Buchanan, Heckethorn president, announced last month.

"Heckethorn intends to maintain the high quality of Kool Kooshion and broaden its market opportunities," Buchanan said.

The plant will continue operation on its present level and with present personnel.

Bell and Aaron Companies Merge in Atlanta, Ga.

THE L. W. Bell Co. and the Wesley O. Aaron Co., Atlanta, Ga., have merged to form the Aaron and Bell Co., it was announced last month.

The sales force consists of the ten men who have been with each firm over the past ten years. New offices of the manufacturers' representatives are located at 730 Peachtree St., N. E.

Airtex Names Levine

Airtex Products, Inc., has appointed Donald Levine, formerly assistant to the president, as sales manager of its Master Parts Division, Eugene V. Frankel, president, announced. Levine has been associated with the industry for many years.

SAVE ½ to 1½ HOURS PER JOB..PROFITABLY

with

EXCHANGE SHOE SETS

relined with genuine

WAGNER® CoMaX BRAKE LINING

either "bonded-on" or "riveted-on"

Increase profits and eliminate drudgery on brake reline jobs by using Wagner Exchange Shoe Sets. They are available for all popular passenger cars and some light trucks with both standard and over-size lining thicknesses, either "bonded-on" or "riveted-on". They save your shop from ½ to 1½ hours per job depending upon its facilities and assure complete customer satisfaction and substantial profit on every brake reline job.

You profit in other ways, too, by using Wagner Exchange Shoe Sets. You can speed up customer service and gain more time for other profitable jobs. You eliminate costly equipment purchases... big investments in lining inventory... and the need for extra help in peak rush seasons.

And best of all, every exchange shoe set is lined with Wagner CoMaX Brake Lining. This performance-proven lining is uniform in density, composition, and frictional qualities throughout its entire service thickness. CoMaX is also available in sets, rolls, blocks, slabs, and cut segments to meet every vehicle requirement.

You can get Wagner CoMaX Brake Lining as well as Wagner Lockheed Hydraulic Brake Parts and Fluid from one convenient, reliable source —your nearest Wagner Jobber. See him today.

Wagner Electric Corporation
6362 Plymouth Avenue, St. Louis 14, Mo., U. S. A.
(Branches in principal cities in U. S. and in Canada)

NOW this money-making FRANCHISED DEALER PROGRAM NOW...

It's a money maker for you... It's exclusive with Wagner. You have everything to gain, nothing to lose. Ask your jobber or write us for copy of AU-607. It gives all the details.

855-68

Est. 1891 **Wagner**

SERVICEMEN ARE SAYING

"THERE'S A NEW WAY TO BUILD UP YOUR BUSINESS" AND UMS HAS IT

There's good reason for this feeling in the automotive service business. Unlike any other years or any other lines, UMS really has got it! It's a sales assistance program that's keyed to put servicemen in the most competitive position possible.

Here's how it works—

UMS has taken world-famous lines (all General Motors Products) and backed them with powerful advertising (the strongest campaign in the industry). You then offer these lines to a readymade, presold market (almost half of the cars on the road). Doesn't that sound like sure-fire sales assistance?

There's a lot more to the UMS sales program, as you will see when you read the rest of these pages. It all adds up to a better way to increase your repair business. Have a talk with your UMS Distributor—get all the facts and you, too, will say, "UMS *really* has it!"

★ *Listen to Lowell Thomas Newscast on CBS Radio Network—See your Local Listing for time and station.*

WORLD'S LARGEST PRESOLD MARKET

As original equipment on nearly half the cars on the road, the UMS lines have paved the way to a readymade market that is unparalleled in the automotive industry. All are "name" products that are known and respected for fine performance.

GREATEST MERCHANDISING PROGRAM IN THE INDUSTRY

It's the greatest not only because it includes so many sales aids, but because merchandising programs are worked out individually for each product, and are specifically planned and timed to hit with all possible force—assuring you of good results.

STRONGEST ADVERTISING SUPPORT EVER

A phenomenal advertising campaign, including 271 advertisements in leading magazines, has been designed to presell your customers. It's national in scope, but local in effect. People in your community, your block, will read these advertisements—and you will profit.

NATIONWIDE AVAILABILITY

The right part, right there, right when you want it. That's what doing business with United Motors means. There are nearby United Motors Distributors, backed up by the huge inventories of a nationwide system of GM and UMS warehouses.

MODERN SERVICE SCHOOLS

Facilities for free expert instruction in the repair and maintenance of automotive equipment are available through United Motors at the General Motors Training Center nearest you.

COMPLETE CATALOG AND SERVICE INFORMATION

Quick, easy-to-use application and service information comes to you on all UMS lines, through the most complete and up-to-date catalog service in the industry.

50,000,000 CARS' WORTH OF EXPERIENCE BEHIND THESE UNITED MOTORS LINES

ORIGINAL EQUIPMENT CHASSIS AND ENGINE PARTS FOR

BUICK · Cadillac
CHEVROLET · GMC
OLDSMOBILE · PONTIAC

PLUS-

DELCO BATTERIES
NEW DEPARTURE BALL BEARINGS
ROCHESTER CARBURETORS
DELCO BRAKE PARTS AND FLUID
HYATT ROLLER BEARINGS
MORAINE GASOLINE FILTERS
HARRISON RADIATORS
AC GAUGES—SPEEDOMETERS
DELCO SHOCK ABSORBERS
Saginaw STEERING
DELCO AUTOMOTIVE MOTORS
HARRISON THERMOSTATS
INLITE BRAKE LININGS
Packard CABLE PRODUCTS
MORAINE ENGINE BEARINGS
Guide LAMPS
DELCO ELECTRONIC PARTS
KLAXON HORNS
ROCHESTER LIGHTERS
Delco-Remy STARTING LIGHTING IGNITION
GM HYDRA-MATIC UNITS AND PARTS

SEE YOUR
UNITED MOTORS DISTRIBUTOR

GENERAL MOTORS PRODUCTS — GM GENERAL MOTORS — UNITED MOTORS SERVICE — UNITED MOTORS LINES

Hydraulic Starter System Announced for Diesels

A NEW hydraulic starting system for diesel engines was announced last month by R. E. Lynch, manager of aeroproducts operations for the Allison Division of General Motors.

Called the "Hydrostarter," the starting system consists of a hydraulic motor, a piston-type accumulator, an engine-driven pump, a reservoir and a manual pump. No outside source of energy is needed. After the accumulator has been loaded and sealed with an inert gas, an engine-driven pump maintains pressure and the manual pump permits emergency recharging.

The "Hydrostarter" was specially engineered to operate in remote installations where cold weather and frequent periods of equipment inactivity can be detrimental to conventional electrical starting equipment.

Temperature has little effect on the starter. In laboratory and field tests at sub-freezing temperatures, according to Lynch, "the hydraulic unit's high torque and fast acceleration provide engine speed far beyond present normal starting speeds in less than one half second. The starter's high static torque, 80 ft. lbs. at 3,000 psi working pressure, also delivers top performance under extremely adverse conditions."

The starter can eliminate the need for heavy-duty electrical systems. The compact motor extends slightly more than 9" from the engine flywheel housing and can be installed by the average mechanic. It can be coupled to practically all diesel engines up to 300hp in the same way as a conventional electric starter. It may be used on engines operating cranes, winches, shovels, drag lines, locomotives, ships, trucks, tractors, and on such off-highway equipment as road graders, rollers and compactors. Other ideal installations are on highway equipment, irrigation pumps, emergency stand-by power generator sets and sawmills, where the equipment is not in frequent use.

Have your jobber salesman install a colorful *Stant* Cap Merchandiser MU-600 as pictured above. As Sidney Smith & Sons, Versailles, Indiana, says: "It helped us organize our cap sales . . . there is no wasted time . . . no effort to find the correct cap . . .". Speed up your service for fall cap inspections.

Cooling System Opportunity

Fall checkup is recognized as a "must" for every vehicle. For critical demands of winter driving, be sure to replace with proper *Stant EVRSEAL* Pressure Cap if customer's cap is worn, broken, or the wrong cap.

EVRSEAL
STANT
RADIATOR · GAS · OIL
CAPS

recognized standard

31 years of original equipment experience on filler caps for cars, trucks, tractors and direct to radiator manufacturers. The *complete line* source for a generation! Write today for catalog and complete application chart . . . *naming your jobber.*

STANT MANUFACTURING CO., INC.
Connersville, Indiana

Used on America's Finest Automobiles as Standard Equipment

Commercial Credit's Net Stabs All Records

COMMERCIAL Credit Co.'s consolidated net income, after provision for federal taxes, was $12,873,163, or $2.57 per share, for the first half of 1955, breaking all six- or twelve-month records.

Figures for the first six months of 1954 were $11,948,881, or $2.55 per share. There were 320,940 increased shares outstanding compared with the 1954 period.

Plymouth Chooses Craig For Public Relations

PLYMOUTH Division of Chrysler Corp. has named Charles W. Craig as director of public relations, John P. Mansfield, president of Plymouth, and James Cope, vice-president-public relations, Chrysler Corp., announced.

Craig joined the corporation in 1951 and two years later was made manager of community relations.

Whitehorn of Norfolk Dies

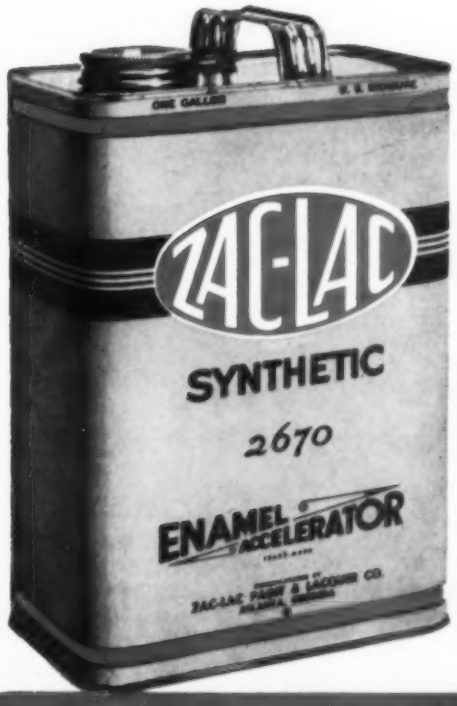
Robert Daniel Whitehorn, 56, president of Whitehorn Motors, Inc., Norfolk, Va., died from a heart attack last month. He had been in the automotive business for 26 years and operated his own agency since 1940.

In Hundreds of Auto Paint Shops—
On Thousands of Enamel Jobs—

This has held true!

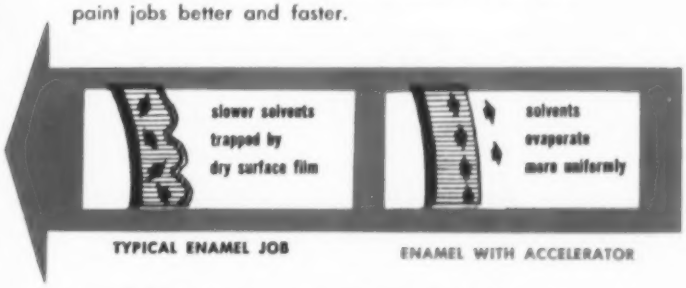
ZAC-LAC The *Original* ENAMEL ACCELERATOR
even in the hottest weather

- ☑ cures enamel thoroughly, faster
- ☑ finishes with mirror-like gloss
- ☑ lengthens the life of enamel
- ☑ makes enamel smooth and uniform
- ☑ permits spraying a heavier coat
- ☑ reduces possibilities of wrinkling
- ☑ gives greater depth to color
- ☑ reduces fading and chalking
- ☑ helps eliminate "orange peel"
- ☑ cuts set-up time to 15-25 minutes



AND IT WILL DO IT ALL FOR YOU

Zac-Lac's 2670 Enamel Accelerator was developed especially to solve and eliminate problems in automotive enamel painting. It will work in any pure alkyd synthetic enamel—for *baking* or *air-drying*. One pint to one quart added to each gallon of enamel will do your paint jobs better and faster.



Available in gallons and five-gallon cans.
Ask your jobber today for the
ORIGINAL ACCELERATOR.

ZAC-LAC PAINT & LACQUER CORP.
350 Simpson Street, N.W., Atlanta, Georgia

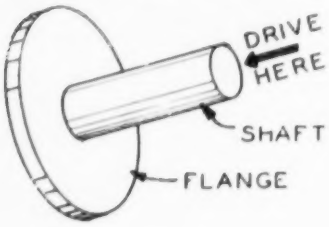
MANUFACTURERS OF AUTOMOTIVE FINISHES EXCLUSIVELY

TIME SAVERS

To Install the Oil Seals In Chevrolet Axle Shaft

For installing oil seals on late-model Chevrolets, I made a tool that does an excellent job and quite inexpensively.

Simply obtain an old water pump shaft from the flange of a 1937-52 Pontiac as shown in the illustration. This idea will save time and prevent damage to the new seal when installing it.—*Shadrach H. Boyer, 425 Anderson Drive, Dunluth Estates, Wilmington, Delaware.*

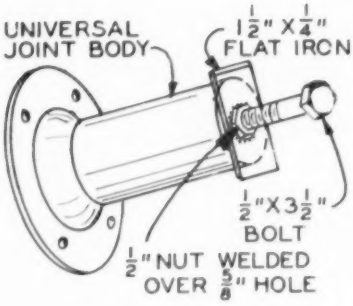


Pulling Hand Brake Drums Off Chrysler-Built Cars

We made a handy tool for removing hand brake drums from 1951-55 Chrysler-built cars.

Take an old universal joint body and weld a piece of flat iron 1½" square x ¼" thick to the rear of the body. Drill a ⅝" hole in the center of the iron, weld a ½" standard thread nut over this hole and screw a ½" x 3½" standard thread bolt in the hole.

This makes a nice little tool that saves time and effort when pulling hand brake drums. It will also pull drive pinion flanges when replacing rear axle pinion oil seals.—*Frank Roberts, Young Motor Company, 119 Columbia Street, Chester, South Carolina.*



Auto Body, Trim and Fender
SCREW ASSORTMENTS

Champ-Items offers the modern repair shop handy screw assortments for all cars and trucks. See our catalog for complete sizes and specifications. Each assortment has handy chart showing actual size illustration of screw with number and size designated.

No. MB-575 (Metal Box) SLOTTED HEAD SHEET METAL TYPE AUTO BODY AND TRIM SCREW ASSORTMENT. Sizes run from No. 6 to ¼" diameter and ⅜" to 1½" long, nickel plated. Total of 648 screws, 30 different sizes.

List .03 each

No. 575-GA – Fibre Box asst. with 156 screws.

No. MB-636 (Metal Box) AUTO BODY TRIM AND FENDER SCREWS for all cars and trucks. Hex. Head Slotted – Washer face – Cadmium plated. 12 popular sizes for all general purposes. 600 pieces in sturdy metal box. Also No. 636 Fibre Box with 300 pieces.

ORDER FROM YOUR JOBBER

AUTOMOTIVE CHAMP-ITEMS INC REPLACEMENT PARTS

CHAMP-ITEMS, INC. • 6191 Maple Ave., St. Louis 14, Mo.

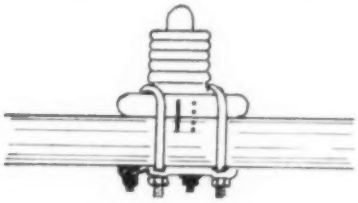
GOT A GOOD

$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

Save Time in Replacing Rear Axle Coil Spring

BEFORE removing a coil spring or plate from a rear axle housing, much time and effort can be saved when the coil spring holder plate and axle housing are



marked with a center punch. As the center pin cannot be seen on reassembly, the punch marks make an accurate guide.—*C. Kernaghan, 2324 Harris, Independence, Missouri.*

To Replace Distributors On Olds and Cadillac

A LOT of difficulty is often experienced in getting the distributors on late-model Oldsmobiles and Cadillacs meshed with the oil pumps and camshafts while dropping them down in the same position in which they were removed.

A good way to handle this job is first to mesh the distributor shaft with the oil pump, which protrudes above the camshaft gear, then drop it down until it is possible to feel the camshaft gear. Raise the distributor sufficiently to clear the camshaft gear, but not enough to slip off the oil pump shaft.

It is an easy matter then to turn the distributor and the oil pump as a unit until the distributor will mesh in its proper place with the camshaft gear.—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

When Dipstick Tube Snaps On 1955 Chevrolet V-8

ON THE 1955 Chevrolet V-8, we have found several of the oil dipstick tubes bent or improperly installed. In trying to straighten them, they have broken off next to the engine block, leaving nothing to get hold of to pull the broken part out of the block.

I found that by screwing a 5/16 N. C. tap into the broken tube and clamping vise grips on the tap, I could easily remove it by driving on the vise grips with a long punch and hammer from below.—*Clarence G. Dyke, 404 North Mass, Anthony, Kansas.*

To Test Signal Lights Without Blowing Fuse

TO TEST signal lights, take a tail-light connector with about one foot of wire on each end and tie the two ends together. Connect the

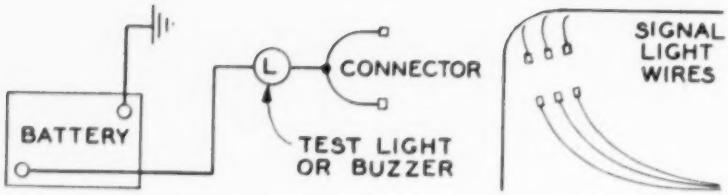
No hose clamp in the world can be installed or removed as fast as the new Aero-Seal JET . . . thanks to an exclusive new patented feature.

To attach, simply push the worm gear housing up to the desired position on the band, and threads of the worm screw will drop in the band slots. Then tighten the worm screw a few turns and it's fastened for keeps. To remove, loosen the screw just a few turns, push the button, lift screwdriver head and presto! It's open.

Like all Aero-Seals, the JET holds onto the hose with a never-come-loose grip – will not pinch or damage. Vibration can't shake it loose. Aero-Seals are precision-made. Don't forget, it's turnover, not discount, that makes money. Aero-Seals sell.

Aero-Seal QUICK ATTACH JET HOSE CLAMP

BREEZE CORPORATIONS, INC., 700 Liberty Avenue, Union, New Jersey



test lamp in the series with this double connector and a battery with the same polarity as the battery in the car. Ground this battery with a jumper wire.

Connect the other post of the battery to the light. Now couple the connectors in the trunk compartment and test each circuit one at a time with the double connector. One end will test the wire and the other the light. You can plug in either the male or female plug.

This test will find the trouble and will not blow the fuse or flasher, so you don't have to disconnect them.—*Jack Monroe, Jack Monroe's Garage, Montclair Road, Leesburg, Florida.*

Stopping Wheel Covers From Coming Loose

THE heavier cars are the worst about losing wheel covers when turning curves at high speeds. I find to chisel the wheel lightly at the claw marks in four equally spaced places will stop this. Also bending the claws outward slightly with needle nose pliers helps.

I find I can make slightly sprung caps stay on by chiseling at enough places. Be sure to chisel near the inside travel of the claw marks on the wheel. — *Skip C. Robinson, Hall Motor Service, Thomasville, Alabama.*

To Lengthen the Life Of a Chain Hoist

AN EASY way to increase the life of a chain hoist is to take the free pulley out and place it in the free loop. This will reverse the wear on the chain and also on the sprockets, as it will then run in the opposite direction. — *Glenn Grundtisch, Grundtisch Motor Parts Co., 135 East Fairview Avenue, Upper Sandusky, Ohio.*

Clean Distributor Points To Lengthen Life

WHEN installing new distributor points, it is important to make certain that oil or grease has not been left on from handling.

After installation and adjustment, the points should be cleaned with carbon tetrachloride or a similar solvent. This prevents arcing and burning from oil or grease and contributes to a longer life.

West Palm Beach Elects

The Automobile Dealers Association of West Palm Beach, Fla., has elected Charles W. Schooley, Schooley Cadillac, Inc., president; Bruce W. Strong, Bruce W. Strong, Inc., vice-president, and Fred O. Dickinson, Jr., executive secretary and treasurer. Sam O. Smith, Jr., and Douglas Stewart are executive committee members.

Another **Extra Profit Scoop** for you from **CASCO!**

You Get FREE MERCHANDISE Worth $2.85
with your order for the new
CASCO L505 LIGHTER DISPLAY

In fast-selling, balanced assortments providing a complete lighter stock for dealers in 6 or 12 volt, Ash-Guard or Fits-All models

You buy:	2 L142 Ash Guard Pop-Out Units	(12V)	@	$2.20 List ea.
	3 L144 Ash Guard Elements	(12V)	@	1.70 List ea.
	2 L6 Fits-All Pop-Out Units	(6V)	@	1.55 List ea.
	3 L8 Fits-All Elements	(6V)	@	1.05 List ea.
YOU GET FREE	1 L120 Safe-Glo Receptacle	(12V)	worth	$1.80
PLUS	1 L29 Non-illuminated Receptacle	(6V)	worth	$1.05

All On a Sell-On-Sight Counter Card!

Your total cost, a low $9.45—Your Total selling price, a high $18.60

YOU MAKE $9.15 A PROFIT OF **50%**

CASCO

ORDER NOW THRU YOUR DISTRIBUTOR. OFFER LIMITED! CASH IN ON THIS EXTRA PROFIT OFFER!

Casco Products Corp., Bridgeport 2, Conn.

Satisfy your Customers every time with Bower Bearings

Because Quality comes First with Bower!

Straight, Tapered and Journal Roller Assemblies

GET IT FROM YOUR JOBBER

FEDERAL-MOGUL SERVICE

Division Federal-Mogul Corporation

DETROIT 13, MICHIGAN

BEARING FEDERAL Mogul SERVICE

Jobber News

(Continued from page 53)

San Antonio Group Fetes Garagemen

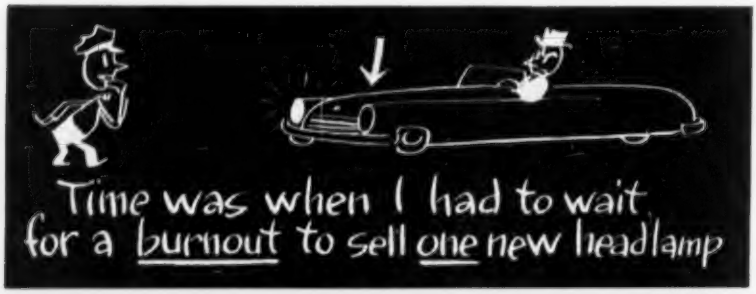
MEMBERS of the San Antonio Automotive Wholesalers entertained members of the San Antonio Independent Garagemen's Association with a birthday barbecue on the evening of Aug. 31, according to an announcement by Howard Campbell, president of the wholesale organization.

The event was planned in honor of the first anniversary of the garagemen's association and was restricted to these two branches of the industry in the Mission City by means of ticket distribution.

According to arrangements, a family-style barbecue meal was served by a caterer in Raymond Russell Park. Two of the principal speakers on the program were Winston Martin, director of city planning, and Gus T. "Pinkie" Brown, Jr., field representative of the Automotive Wholesalers of Texas. Entertainment included a floor show and dancing and there were attendance prizes.

Commenting on arrangements for bringing the two groups together, Campbell said:

"Wholesalers fully realize that for any one group to accomplish its purpose, it must have the cooperation of other groups. The automotive industry is the biggest industry in America. Our two groups are highly important because they represent the really true, small, independent businessmen who serve the American motoring public."



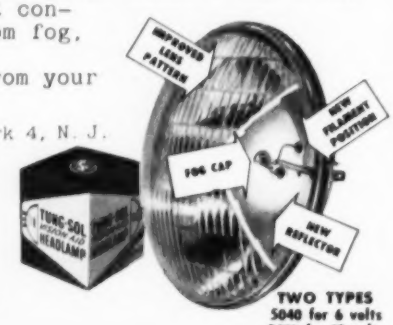
Even brand new 1955 cars need Tung-Sol VISION-AID Headlamps--for their greater safety and satisfaction.

And every change-over is a good sale--price of the lamps, installation and re-focusing.

These wonder headlamps send light 80 feet farther than others down the right side of the road. They reveal curves and obstacles sooner. And a new principle of stray light control kills glareback from fog, snow and dust.

Order these lamps from your jobber today.

TUNG-SOL ELECTRIC INC., Newark 4, N. J.
Sales Offices: Atlanta, Chicago, Columbus, Culver City, Dallas, Denver, Detroit, Montreal (Canada), Newark, Philadelphia, Seattle.



TUNG-SOL®
VISION-AID HEADLAMP

TWO TYPES
5040 for 6 volts
5400 for 12 volts

South Carolinian Cuts Cost of Delivery

GIBBES Machinery Co. has rolled away some of its overhead at Columbia, S. C., by using a German Volkswagen pick-up truck.

The unit, which has an air-cooled engine in its rear, has been yielding about twice the mileage, or greater, on deliveries of customer orders.

According to T. H. Coker, manager of the firm's automotive wholesale division, the American-made truck which was recently replaced by the low-powered Volkswagen had been giving about 12 miles a gallon. In two carefully supervised checks the firm found that mileage in trips around the city ran 23.8 and 23.9.

But on trips out of town the mileage is naturally much greater. On one test check of a roundtrip to Camden, it required 2.1 gallons for the 65 miles, or around 30 miles to the gallon.

"We have used this unit for 4,000 miles, and if it maintains this record, we will eventually replace our other two delivery trucks with Volkswagens," Coker said. "We're like everyone in that we're interested in trimming our overhead costs."

Aside from its wholesale division, Gibbes has a big foundry and a division which handles foreign-made motor vehicles, including the Volkswagen.

Win-Well Names Texan

Win-Well, Inc., has appointed John D. Harvey, of Harvey-Merrithew Co., Dallas, Texas, as its representative in that area, W. B. Pollock, president announced. Carl H. Henry is representative at Atlanta, Ga.

PROTECT

YOUR CUSTOMERS AND YOUR PROFITS—

SELL wix TOP QUALITY OIL FILTER CARTRIDGES that Guard Engine Life!

WIX Engineered Filtration gives your customers top-quality engine protection . . . and WIX makes your sales easier with powerful national advertising, a complete Line of Oil Filter Cartridges for every car and Filters for cars not factory equipped—plus a complete Program with Sales Aids and Service Tools to boost your Cartridge and oil volume.

Get started toward more Cartridge sales and bigger profits. Call your WIX Jobber today!

TOOL KIT

Service even the hard-to-get-at filters on today's cars. This Filter Service TOOL KIT is available to you at a fraction of its cost.

FREE MANUAL

Contains illustrated instructions for servicing filters on all cars. Ask your Jobber's salesman for your FREE copy.

FILTERS

Complete, packaged Kits for each installation—WIX larger capacity Oil Filters engineered for long life and easier servicing.

wix

OIL FILTERS / CARTRIDGES

AUTOMOTIVE • INDUSTRIAL • RAILROAD

WIX CORPORATION • GASTONIA • N. C.

In Canada: Wix Accessories Corp. Ltd., Toronto

Tarheels' Bermuda Convention Cruise Offers Mild Weather and Lazy Days

RELAXATION and lazy fun will be the keynote of the Bermuda convention cruise of the North Carolina Automotive Wholesalers Association to sail from Wilmington, N. C., Nov. 17 and return Nov. 22.

The average November temperature in Bermuda, which rarely varies more than ten degrees in a day, ranges from 63.9 to 73.5. That's just right for tweeds or flannels, sweaters and sports clothes. A topcoat or weatherproof coat is suggested, but swimming clothes are optional as there is little swimming in November. Either white or black dinner jackets are correct.

For the ladies, lightweight dresses and suits, sweaters and skirts, sportswear, an afternoon dress, a short or long evening gown and a lightweight wool or weatherproof coat are recommended.

Cape Hatteras, N. C., is the closest land to Bermuda, a little less than 600 miles away. During the War between the States, Bermuda's sympathies rested with Jefferson Davis' government and the forces of Robert E. Lee, John Hunt Morgan and Stonewall Jackson.

The seal press of the Confederacy's Great Seal is owned by a Bermudian, Ernest Darrell. Jefferson Davis ordered the seal and press shipped to Bermuda for trans-shipment to Wilmington, but because of its bulk, it could not be smuggled through the blockade, so it was left in the care of the Confederate consul and later sold at auction. The whereabouts of the original seal are not known, but an exact replica is now with the press.

They Liked Johnny Reb

During the War between the States period, most Bermuda homes exhibited Confederate flags and the ladies snubbed the American consul.

Conventioneers are allowed to bring back $200 worth of duty-free merchandise. English woolens and tweeds, Irish linens, French and Bermuda perfumes, Indian cashmere, Swiss watches, English and Bavarian china, German and Swiss cameras and many other items are reported to be from ten to 15% cheaper than in the United States.

Transportation is available by carriage, pedal bike, motor-assisted bicycle, boat, sailboat, bus or car. The speed limit in town is 15 mph and in the country, 20 mph.

Fishing, boating, cricket matches, tennis and golf plus water sports are all in full swing. Boats for deep-sea fishing may be hired at $50 per day for a party of up to six. Bonefish, pompano and many other varieties may be caught shore fishing.

For more active recreation, there is waterskiing, underwater diving, etc.

At night there is moonlight dancing to orchestras and native Calypso bands.

Some of the numerous points of interest for tourists are the Government Aquarium and Zoo, which has one of the world's most complete collections of tropical fish; Ye Olde Towne of St. George, founded

Nothing sells like performance...
Nothing performs like
COLUMBUS

COLUMBUS Shock Absorbers have been successful in a highly competitive market for one BIG REASON... *they excel in performance.*

This greater customer satisfaction is a tremendous selling advantage. Capitalize on it by stocking and selling

the world's 2 BEST shock absorbers

Luxury-ride

both by • HECO • *Velvet-ride*

HECKETHORN MANUFACTURING & SUPPLY CO. • Littleton, Colo.

Save Time, Money and Profits with Factory Fresh

SOUTHLAND BATTERIES

When You Want Them...

Where You Want Them...

OVER 40 CONVENIENTLY LOCATED WAREHOUSES

Only Southland features store door delivery from over 40 conveniently located warehouses. This exclusive service means that you can stock a smaller inventory while still offering complete service. It means these powerful, factory fresh batteries arrive even fresher. You'll have fewer customer complaints and adjustments with Southland. Give your battery sales a fresh start, write or wire today for complete details on how you can make greater profits with Southland Batteries.

Wet or Dry Charged Batteries, Custom-Built to meet all Competition.

You'll make higher profits with Southland, because you'll have better batteries in every price range. And all Southland famous Rub-Glas Silvernode batteries come wet or dry charged, to start their active life when they are put in service.

BOOST YOUR PROFITS

with the exclusive Electrical Check System

Only Southland dealers are able to boost their profits with the exclusive electrical check system that builds more sales for batteries, generators, starters and regulators.

for complete information

WRITE OR WIRE TODAY

ALLIED BATTERY CO.

2040 AMELIA STREET • DALLAS, TEXAS

Custom-built for the South

Southland BATTERIES

Manufacturers of a Complete Line of Wet and Dry Charged Automotive, Marine and Commercial Batteries

Build Cooling System Business

Cash-in on our NATIONAL ADVERTISING on these Fast Selling Items!

● From coast to coast Bowes Dealers are building cooling system service business because of the increased demand produced by advertisements like the one below. Ads like these in Saturday Evening Post, Farm Journal and other leading magazines are being seen and read by thousands of car owners in your area.

Stops Leaks

IN CAR RADIATORS and MOTOR BLOCKS

SEALS LEAKS INSTANTLY!
SAFE, SURE, PERMANENT!
WILL NOT CLOG RADIATOR!

Stop Radiator Trouble NOW

RADIATOR KLEN-ZUR removes rust, scale, lime, oil, grease . . . contains no harmful acid. Gets cooling system clean as new.

RADIATOR RUST-ROUT prevents further rust accumulation, eliminates water pump squeaks.

Easy for you to Cash-in

● You know that advertising like this creates demand. All you have to do to make it YOUR advertising and make it work for you is to ask your Bowes Distributor for display materials that will tell the thousands of readers of this advertising that you can supply them.

●

Ask your BOWES MAN about the big OUTSIDE THERMOMETER that will build cooling system business!

●

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, INDIANA
HAMILTON, ONT., CANADA • LONDON, ENGLAND
BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA

R. E. Zerlin, 62, president of New Orleans Auto Supply Co., Inc., New Orleans, and president of Automotive Wholesalers' Association of Louisiana, died Aug. 26 after a brief illness. He had long been prominent in the industry.

●

in 1612; Devil's Hole, where fish are caught with no hooks, and underground tours of centuries-old calcite caves. St. Peter's Church, Somer's Garden, Fort St. Catherine, Tom Moore's Tavern and Ordnance are all well-known, but many off-the-beaten-path spots are reportedly equally intriguing.

24 Jacksonville Officials Hear "Chuck" Davis

"IF WE can correct the human equation in our industry—strive to appreciate the other fellow's viewpoint and work together on basic fundamentals on which all can agree—we will have gone far toward correcting many of the ills that plague the automotive aftermarket, both locally and nationally."

That was the prescription recommended by Charles H. "Chuck" Davis, executive secretary of the Florida Automotive Wholesalers Association, as he met with 24 jobbers who gathered at the Steer Room in Jacksonville recently. Davis spoke on "The Future of Automotive Wholesaling in Florida."

Edgar H. Rogers, Jr., president of Consolidated Automotive Co., was moderator.

Boosters Schedule Meeting For Chicago in December

THE Automotive Booster Club International, Inc., has set its annual meeting for Dec. 3-4 at the Conrad Hilton Hotel in Chicago.

The executive council will meet Saturday, Dec. 3, and the board of governors will meet Dec. 4.

Gene Wice, who operates the Pitt Motor Exchange in Pittsburgh, Pa., is shown here installing a top-quality remanufactured engine equipped with Johnson Bearings.

How to make up to $125 per day in one stall!

Here's all you do:

When you get a prospect who needs a *complete* service job, sell him the idea of exchanging his old engine for a guaranteed, remanufactured, dynamometer tested engine.

Have your prospect fill out a credit form which you can obtain from your engine supplier. Call your local distributor or jobber of remanufactured engines, give him the credit information over the phone and your estimate of the amount to be financed—you can include accessories plus previous back bills the prospect owes you.

You invest nothing, take no chances, because the loan is strictly between the finance company and the car owner at *no cost to you*. Your customer goes to the finance company by *himself* to sign the papers.

You get your money with a sure profit, usually before the work is completed.

The engine remanufacturer guarantees his engine against defects in material and workmanship, the same as a new car manufacturer, because he uses the same high quality parts like *Johnson Bearings* for mains, rods and cams that were used *originally* by the car maker.

That's why it pays to install remanufactured engines—you increase your profits, eliminate headaches and your customer is happy.

Johnson has been an important supplier of engine bearings to the automotive industry for many years—works closely with design, production, and metallurgical engineers to help solve the many problems of producing bearings that will give even better service in the miracle engines of tomorrow.

Remember, Johnson jobbers stock complete sets of engine and automatic transmission bearings for most makes of cars and trucks. Try Johnson next time you need replacement bearings.

Johnson Bearings

Johnson Bronze Company

565 SOUTH MILL STREET • NEW CASTLE, PA.

Want more facts? Use Reader Service Card Page 106

Sponsoring personalities of an Arco 45 paint clinic held recently in Nashville, Tenn., are shown here (l. to r.): C. F. Goza, Arco salesman; D. A. Ward, Southeastern district manager; Doyle Beard, in whose shop the clinic was held; Murray Haber, manager of Auto Parts Co.; Mr. Holt, manager of J. B. Cook Co., and Phil Berlin, Berlin's Auto Paint and Trim Supply. The clinic, which was held to demonstrate 45-minute-drying enamel to approximately 100 painters, was sponsored jointly by Auto Parts Co., Berlin's Auto Paint and Trim Supply and J. B. Cook Co. It was held in Doyle Beard's shop.

NEW . . . LOW PRICED

Lisle

PISTON KNURLER

MODEL KN-1

Assures controlled piston expansion

Now, a precision piston knurler that is easy to use — and priced so low that every shop can afford one. Micrometer setting makes it easy to knurl pistons to the desired expansion. A low priced Lisle quality tool that will pay for itself in a hurry!

it's a good tool...it's a Lisle

LISLE CORPORATION
Box 1028 Clarinda, Iowa

Roy Butts Becomes Factory Agent

H. R. "Roy" Butts has entered the manufacturers' agency business after more than 20 years in direct selling and has established an office at 2023 Lucas Drive, Dallas, Texas, where he expects to live permanently.

Butts now represents Hickok safety belts in the Southwest and says he is considering and will consider additional substantial lines.

For 20 years he was a member of the Electric Auto-Lite organization, as Southern division manager with headquarters in Dallas and later as general sales manager. He resigned the latter position in order to make his home in Dallas and, for a time, engaged in business outside the automotive field. Thereafter he was vice-president in charge of sales for the Johnson Bronze Co., but again living conditions in the Southwest proved too much of an attraction and he returned to Dallas.

UMS Advances Archer

United Motors Service Division of General Motors Corp. has promoted Samuel W. Archer to assistant general merchandising manager, Roland S. Withers, general manager, announced. Archer, who has been with General Motors since 1930, was formerly service manager for the Delco radio division in Kokomo, Ind.

Frankfort Firm Expands

Frankfort-Womwell Co., Frankfort, Ky., has moved into a new building which features better parking and more space for increased stock, P. W. Shaw, purchasing agent, announced.

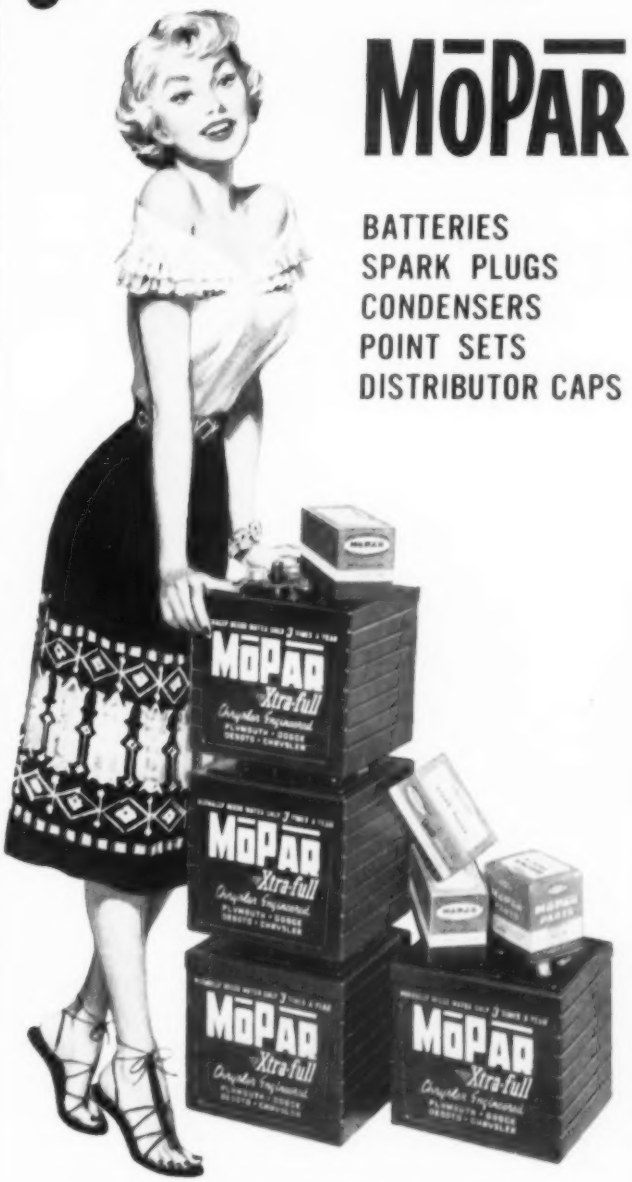
"MISS MōPAR" SAYS:

get new-car vitality

WITH

MōPAR

BATTERIES
SPARK PLUGS
CONDENSERS
POINT SETS
DISTRIBUTOR CAPS



MōPAR

PARTS DIVISION • CHRYSLER CORPORATION

Get MoPar parts from your Plymouth, Dodge, De Soto, or Chrysler dealer and better general repair shops.

This ad, featuring the eye-catching "Miss MoPar" display,* will appear in **The Saturday Evening Post, Life, Popular Science, Popular Mechanics,** and **Mechanix Illustrated.**

*See your MoPar wholesaler for one of these colorful displays.

NEW MōPAR "DRY CHARGED" BATTERIES WILL HELP YOU BUILD YOUR BATTERY BUSINESS!

Here's why:

You can store new MoPar "*dry charged*" batteries as long as you like, with no recharging, no loss of battery life! *That's because the electrolyte solution is not added to the batteries until the time of installation in the purchaser's car.* Thus, you can assure customers of a brand-new battery with every last minute of its full service life still intact!

MoPar electrical parts mean better repair jobs!

MoPar spark plugs, condensers, point sets, distributor caps, and batteries are *quality* parts. They assure you of satisfied customers . . . better, more profitable service business! Order MoPar electrical parts from your nearby Plymouth, Dodge, De Soto, Chrysler dealer or MoPar parts wholesaler.

43 Factories Sign for Texas Space; Panel Slated on Value of AWOT

SPACE contracts for 36 nationally-known manufacturers in the automotive aftermarket had been approved for the second annual booth conference and convention of the Automotive Wholesalers of Texas and a panel discussion has been added to the program for the convention, scheduled for Oct. 27 to 29 in Houston, according to an announcement in mid-August by Grover C. Morris, executive director of the association.

Morris said indications are that this will be the biggest and best convention in association history. Applications were still coming in, but the reservation list was to be closed on Sept 1.

Meanwhile, the business program was near completion for the convention scheduled at the Shamrock Hilton Hotel.

The panel discussion, with the subject, "What AWOT Means to Me," will feature these scheduled members:

Reeves Russell, Burton Auto Supply, Weslaco; T. C. Watkins, Watkins Automotive Supply Co., Midland; H. C. "Ches" Westbrook, Westbrook Supply, Inc., Texarkana; Mrs. H. G. Baker, Baker Auto Supply Co., Hillsboro; Jerry Muggli, Grindle Sales Co., Inc., Harlingen, and Fred Pinkston, Ferguson Auto Supply, Lubbock.

Speakers previously announced include: George Arnold, counsel for the subcommittee for the small business committee, national house of representatives; Reuben Senterfitt, former speaker of the Texas house of representatives; Cayce Moore, barber and humorist of Hearne, Texas, and Joe K. Wells, of the Texas employment commission.

Entertainment, being arranged by members of the Houston wholesalers and their wives, is still highlighted by a boat trip down the Houston ship channel to the San Jacinto battleground. Before dinner at the San Jacinto Inn, members of the Southwest Group, AAR, will be hosts at a cocktail party.

Morris also announced seven new association members as follows:

P. H. Sacco, Pete's Auto Supply, Houston; Roscoe Hailey, Truckers Equipment, Inc., Corpus Christi; O. S. Bovell, Bovell Motor Supply, Muleshoe; E. Byron Willis, Byron's Auto Supply, Morton; Wyman Blackwell, Olton Auto Supply, Olton; Claude E. Blackwell, The Mandis Co., Fort Worth, and Dwight Simmonds, Simmonds Motor and Machine Co., Inc., Beaumont.

Booth space contracts for the following manufacturers have been approved by the AWOT directors:

Eis Automotive Corp; Federal-Mogul Service; Kex Products, Inc.; Gumout Division, Pennsylvania Refining Co.; Moog Industries, Inc.; Whitaker Cable Corp.; Wix Corp.; Jack P. Hennessy Co., Inc.; The Weatherhead Co.; Big Four Industries, Inc.; General Electric Co., Miniature Lamp Department; Unit Parts Co.; The Electric Auto-Lite Co.; Gates Rubber Co.; Oil-Dri Corp. of America; Imperial Brass Manufacturing Co.; Barrett Equipment Co.

Murdock Lead Products Co.; Borg-Warner Service Parts Co.; Thorsen Manufacturing Co.; Van Norman Co.; The Black & Decker Manufacturing Co.; Emerol Manufacturing Co., Inc.; Warner-Patterson Co.

American Ball Bearing Co.; Johnson Bronze Co.; Storm-Vulcan, Inc.; Everhot Products Co.; Dutch Brand Division, Johns-Manville Corp.; Alemite Company of the Gulf Coast; Howard Campbell Co.; Shurhit Products, Inc.; Allen Electric and Equipment Co.; Wherry Engineering Co., Inc.; Airtex Products; United Motors Service, Division of General Motors Corp.; Wells Manufacturing Corp.; American Motor Products Co.; Exchange Parts Co.; Herbrand Division, Bingham-Herbrand Corp.; Balcrank, Inc.; Wagner Electric Corp. and Homestead Valve Manufacturing Co.

AEA to Meet in Kansas City

The Automotive Electric Association has scheduled its Nov. 10-11 regional conference for Hotel Muehlebach, Kansas City, Mo. Manufacturer - distributor conferences will be held by 19 companies.

We Rebuild *Any* Size Crankshaft ~~Good As~~ Better Than New

Our "ARCWELL"* process not only rebuilds worn crankshafts to exact factory specifications, but actually provides harder and longer-lasting journal surfaces than are supplied on new crankshafts. The new metal actually becomes part of the parent metal and is guaranteed never to flake off or loosen.

"ARCWELL" service costs considerably less than a replacement and will give better service. Send us a worn crankshaft or write for full information. Prompt service and satisfaction guaranteed.

Standard Crankshaft & Hydraulic Co., Inc.

2917 Rozzelle Ferry Rd., Charlotte, N.C.,
Phone: FR 6-2374—S-3469

*Trade Name

In contrast with slow, inefficient ordinary methods that can cause an actual loss on every wash job —

YOU can make a minimum of 50¢ net profit per car wash — the WEAVER way!

WEAVER AUTOMATIC OVERHEAD CAR WASHER

turns out two complete jobs per man-hour

Yes sir, it's true! A Weaver Automatic Car Washer in your place of business means BIG, extra profits for you. Here's why:

1. Weaver Car Washer boosts car washing volume—you can get more jobs done per man-hour.

2. Weaver Car Washer uses less water — less detergent — easy on electricity.

3. Weaver Car Washer is compact — hangs from ceiling leaving floor space free for other service when washer is not being used.

4. Weaver Car Washer is economical—initial cost quickly repaid in the *extra* business that you benefit from. Moderately priced at only $850.00 complete.

Your men will like working with the Weaver Car Washer, too. There is no excessive misting or splashing. No boots or aprons are needed. It's all neat—clean—easy to operate. Automatic Timer Control is easily adjusted to suit man power and production requirements. The Washer can be stopped at any stage of cycle and the operation later resumed from that point.

Clog-resistant, non-corrosive, aluminum "Spray Arch" dispenses tempering spray, detergent application, and four clear-water rinses. Washer automatically stops for sponging.

All in all, the Weaver Car Washer is a good deal for you. See your Weaver jobber for full information or write us for your free copy of Weaver Bulletin SAJ-710.

WEAVER

WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U.S.A.

SERVICE SHOP EQUIPMENT

Complete Weaver line includes: Twin Post Lifts . . Single Post Frame Type Lift . . Unit Lifts . . Wheel Alignment Equipment . . Headlight Testers . . Brake Testers . . Wheel Balancing Equipment . . Jacks . . Wheel Dollys . . Car Washers . . and Air Compressors.

He Wrapped the Vacation Headache Into One Tight, Week-Long Stretch

WHAT to do about trying to maintain normal operations when vacation schedules interfere with things except where a large staff is available boils down to a tough problem annually.

R. M. "Bob" Cook of Excel Automotive, Inc., New Orleans, La., did the unusual last month. He sent this announcement to his trade:

"We will be closed from Aug. 20 to Aug. 29.

"Every year when vacation time rolls around we operate our business short-handed for a period of two months or more. During this time we are not able to give the service we are normally capable of, which we feel works a hardship on you, on our house and on our employees.

"We are going to try a new system, as far as we know untried in this business; we are going to close completely for one week, give everyone of our employees a week's vacation at the same time, then return on Monday the 29th, ready and willing to again give you our service in your machine shop and parts needs.

"In order to do this we will need cooperation from you. Please anticipate your requirements for the week that we will be closed and let us ship your needs to you the week of 15th August.

"Thanking you for past business and hoping to be of service to you in the future, and especially thanking you for assisting us in giving all of our employees a vacation this year."

Association Managers Set Atlanta Meeting

THE Automotive Wholesaler Trade Association Executives will hold its fall meeting at the Dinkler Plaza Hotel, Atlanta, Oct. 18-19, President G. C. Morris of Austin, Texas, announced.

Morris, who is executive director of the Automotive Wholesalers of Texas, said ways and means of coordinating the work of all association levels would be discussed as part of the agenda now being formed.

"Through the exchange of ideas between the different automotive wholesaler associations a more effective job can be accomplished," he said.

The meeting of managers and officers of the various associations will follow the annual convention of the Georgia Automotive Wholesalers Association.

Other officials of AWTAE are Nathan M. Roberts of Montgomery, Ala., M. J. Mayer of Michigan, William H. Hilzim of Baton Rouge, La., J. H. Crutchfield of Atlanta, Ga., Jesse F. Jones, Jr., of Raleigh, N. C., Keith Broyles of Nashville, Tenn., Charles H. Davis of Miami, Fla., and Tom Payne, Jr., of Oklahoma.

Managers were invited to bring some members with them to the meeting.

"How is the oil pressure?"

Walker Building Addition To Main Racine Plant

WALKER Manufacturing Co. of Wisconsin has started construction on a 73,000-square-foot addition to its main plant at Racine, Wis., Chester C. Moss, president, announced.

The expansion is expected to double the plant's present shipping facilities and will include 12 truck loading docks and four car loading docks. Increased storage and packing facilities will be provided in this new facility.

Cost is estimated at $650,000 and completion is scheduled for early fall.

Advertisers Council Plans October 3-5 Session

THE Automotive Advertisers Council has scheduled its fall meeting for Oct. 3-5 at the LaSalle Hotel, Chicago, Ill., S. R. Robinson, president of the council and advertising manager of Grey-Rock Division of Raybestos-Manhattan, Inc., announced.

In addition to a business session and discussion of advertising and sales promotion subjects, committee chairmen will report on activities.

W. E. Hill Succeeds Fabel As Thermoid President

WARREN E. Hill has been elected president and director of Thermoid Co. succeeding George S. Fabel, who retired at the age of 64.

Hill was formerly executive vice-president and a director of Plax Corp., and prior to that, executive vice-president and director of Shellmar Products Co.

Life Time Products Buys Bay

Life Time Products Corp., Los Angeles, Calif., has purchased the assets of Bay Manufacturing Co., Harbor City, C. W. Morse, president, announced. Sales will be directed by George Stevens, Youngstown, Ohio.

"A prime selling tool here—it's one of biggest factors in our success..."

says **MR. EDDIE NELSON,** President of Eddie Nelson, Inc., promotion-minded, successful Dodge-Plymouth dealer in Huntington Park, California.

"As far as the auto dealer is concerned, COMMERCIAL CREDIT people are financial experts. When you sit across the desk from them, they know what you're talking about. They're sympathetic to the dealer's problems, and in cases of emergency they're always able to help. Anybody can give you money but COMMERCIAL CREDIT sells a complete, all-around financing service. This agency closes many sales, saves many others by selling the national coverage and insurance features of COMMERCIAL CREDIT PLAN with the entire deal handled while the customer remains in our shop."

COMMERCIAL CREDIT DEALERS ARE Successful DEALERS

A letter or call to your nearest COMMERCIAL CREDIT office will get you prompt and expert help with your financing problems, too. Why not call today?

COMMERCIAL CREDIT PLAN

COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of Commercial Credit Company, Baltimore... Capital and Surplus over $180,000,000 ... offices in principal cities of the United States and Canada.

Mobile Firm Elevates One, Hires Two Salesmen

MOTOR Parts & Supply Co., Inc., Mobile, Ala., has promoted Lyman O. Weaver from an outside sales position to assistant manager in charge of sales, J. L. Cagle, president, announced.

James Johns and Ben F. Harper have been added to the territory sales force.

Cagle reported business well ahead of last year "and collections remain very good."

Georgians Schedule Talks By Fraser and James

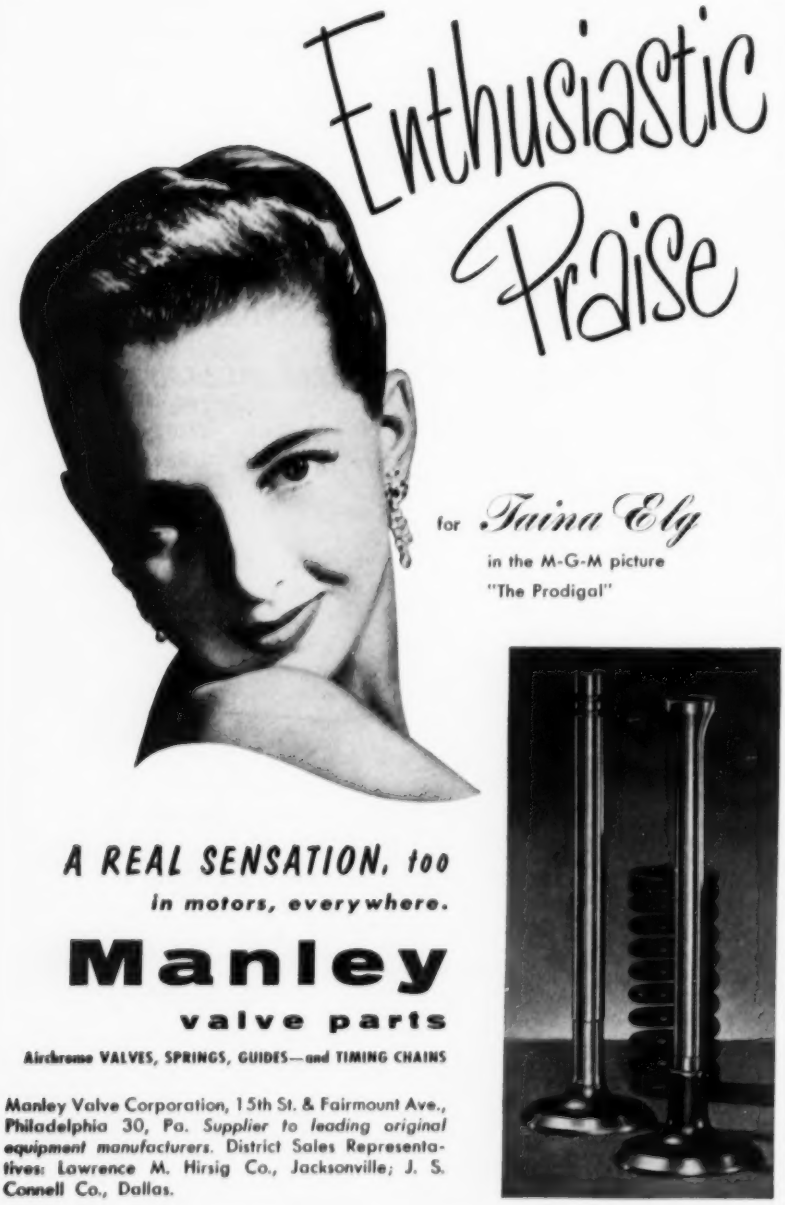
CARLYLE Fraser, chairman of the board of Genuine Parts Co., Atlanta, and Ralph James of Tulsa, Okla., executive director of the Independent Garage Owners of America, will address the annual convention of the Georgia Automotive Wholesalers Association at the Dinkler Plaza Hotel in Atlanta Oct. 16-17.

Fraser's topic will be "The Automotive Jobber." James will speak on "The Independent Garageman's Side of the Automotive Story."

Top: Carlyle Fraser
Bottom: Ralph James

Other speakers announced by D. R. "Mac" McCleary of Atlanta, program committee chairman, will be:

T. M. "Ted" Forbes, executive vice-president of the Cotton Manufacturers Association of Georgia; Jack O'Sullivan of Chicago, Ill., executive secretary of the Automotive Parts Rebuilders Association; Eugene S. Burke, executive vice-president of the Georgia Motor Trucking Association, and B. W. "Whit" Ruark, general manager of Motor and Equipment Wholesalers Association.



Roanoke Virginians Buy Motor Parts Supply

W. L. SMITH and D. B. Scaggs, Roanoke, Va., have bought out Motor Parts Supply Co., Inc., in Roanoke, D. B. Scaggs announced last month.

The firm, which was organized in 1925, has approximately 8,500 square feet with an eight- by 85-foot loading dock across the rear of the building. In an adjoining building is a machine shop.

The company travels five men in a radius of approximately 50 miles.

SAVE TIME!

Use Ditzler's BLUE GLAZE DFL-40

● **Paint shops** using putty will find Ditzler's BLUE GLAZE—DFL-40—a valuable aid to faster and better refinishing. BLUE GLAZE is a pastel blue glazing compound with unusual working properties for metal surface imperfections and irregularities that cannot successfully be filled with primer surfacer.

● **BLUE GLAZE** can be applied easily with putty knife or rubber squeegee to cleaned bare steel or primed surfaces. It spreads like butter, but will not run or sag on vertical surfaces. You'll find it can be worked back and forth without pulling, ripping or rolling up. BLUE GLAZE dries rapidly and can be sanded easily to a velvet-smooth surface that has excellent hold-out for color coats.

● **The light blue color** of BLUE GLAZE makes it an excellent ground for the many pastel colors so popular on today's cars.

DITZLER COLOR DIVISION
Pittsburgh Plate Glass Company
Detroit 4, Michigan

DITZLER

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

Factory-Jobber Confab Planned by Floridians

A MANUFACTURER-JOBBER table conference will highlight the Saturday afternoon session of the Florida Automotive Wholesalers Association during the first annual convention to be held in Orlando, Nov. 12 and 13.

This event is a departure from the familiar type of "booth conference" in that it is an invitational affair and is not being staged as a profit-making venture for FAWA.

"We want every automotive jobber in Florida to attend our meeting, whether member of the association or not," stated "Chuck" Davis, executive secretary. "Aside from the vital topics to be discussed during the Sunday sessions, we can think of nothing that will appeal to the average jobber so much as the opportunity to talk with all his suppliers in one spot at one time. Already we have had a most satisfactory response from our manufacturing friends, and we are arranging for hotel facilities to accommodate several hundred people."

Among those on the guest speaker list Sunday will be William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL, who will have completed an extensive tour of the car dealer and jobbing trade in the Southeast by convention time. What is going on and what this means to the wholesaler will be emphasized by Herbert.

Special entertainment is being prepared for the wives and families of those attending.

B-36 Boosters of Florida and members of AAR are uniting to promote the FAWA conclave.

National Standard Parts Association recently won an American Trade Association Executives award of merit for its educational program, "Vocational Training for the Automotive Service Industry." Shown here, Oscar M. Anderson (left), Bay City, Mich., past president of NSPA, accepts the plaque from Russel A. Stevenson, University of Michigan.

UMS Elevates Jeff Gray

United Motors Service Division of General Motors has promoted Jeff Gray, formerly merchandising manager on the electric motor line, to central regional manager, Roland S. Withers, general manager, announced. He heads sales activities in St. Louis, Mo., Detroit, Chicago, Indianapolis and Milwaukee.

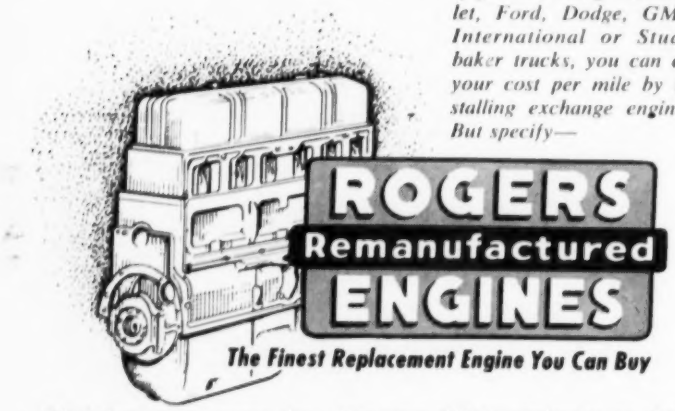
Carolinian Reports Sales Good

"Clinton engines and parts have proved a good volume and profitable line," reported Ned Holland, manager, Holland Auto Supply, Greenville, S. C. "Lawn mowers have sold fine this year," he said.

(More Jobber News on page 152)

Fleet Operators —

If you are using—Chevrolet, Ford, Dodge, GMC, International or Studebaker trucks, you can cut your cost per mile by installing exchange engines. But specify—



It's being proved every day. Use your skilled mechanics on the heavy-duty big jobs—put the already assembled, run-in and Dynamometer tested Rogers exchange engines in the lighter units. Save time *and* money.

Write, wire or call the distributor nearest you.

ALABAMA:
Andalusia—Taylor Parts & Supply Co.
Anniston—Model City Parts Co.
Bessemer—Genuine Parts Co.
Birmingham—Alabama Auto Parts Co.
" Genuine Parts Co.
Cullman—Alabama Auto Parts Co.
Dothan—Taylor Parts & Supply Co.
Fort Payne—Thompson Mtr Sply Co.
Gadsden—Southern Auto Supply
Huntsville—Automotive Parts Co.
Loxley—Griffin Motor Supply
Marion—Marion Auto Supply
Mobile—Motor Parts & Supply Co.
Montgomery—Motor Parts Co.
Opelika—East Alabama Auto Parts
Prichard—Motor Parts & Supply Co.
Selma—Selma Parts Service Co.
Thomasville—Clark's Parts Service
Tuscaloosa—W. Ala. Parts & Sply Co.
Wetumpka—Turner Motor Supply

GEORGIA:
Albany—Bruce Jones Co.
" Keenan Auto Parts Co.
Alma—Butler Supply Co.
Americus—Keenan Auto Parts Co.
Athens—Anderson Auto Parts
Atlanta—Max Auto Parts
" Perrin Auto Supply
" Power Service Co.
Augusta—Bowers Auto Electric Co.
" The Motor Supply Co.
Bainbridge—Bruce Jones Co.
" Keenan Auto Parts Co.
Baxley—Brooks Auto Parts Co.
Blakely—Keenan Auto Parts Co.
Brunswick—The Motor Supply Co.
Cairo—Keenan Auto Parts Co.
Carrollton—Burns Parts Co.
Cartersville—Automotive Supply Co.
" Auto Parts Co.
Cordele—Cordele Auto Supply Co.
" Butler Supply Co.
Columbus—Auto Supply Co.
Cornelia—Slack's Auto Parts
Cuthbert—Keenan Auto Parts Co.
Dalton—Hart's Automotive Parts Co.
Dawson—Dawson Auto Supply Co.
Decatur—Decatur Auto Parts Co.
Douglas—Brooks Auto Parts
Dublin—Dublin Motor Parts Co.
East Point—Genuine Parts Co.
Elberton—Anderson Auto Parts
Fitzgerald—Brooks Auto Parts
Gainesville—Slack's Auto Parts
Hartwell—Anderson Auto Parts
Hawkinsville—Keenan Auto Parts Co.
Jesup—Brooks Auto Parts Co.
LaFayette—LaFayette Auto Parts
Macon—Butler Supply Co.
Montezuma—Keenan Auto Parts Co.
Moultrie—Keenan Auto Parts Co.
Rome—Southern Bearing & Parts Co.
Rossville—Hart's Auto Parts
Sandersville—J. B. Wall Co.
Savannah—The Motor Supply Co.
Statesboro—Statesboro Auto Parts
Swainsboro—Swainsboro Motor Parts
Sylvania—Pinckney's Auto Supply Co.
Thomaston—Keenan Auto Parts
Thomasville—Bruce Jones Co.
" Keenan Auto Parts Co.
Tifton—Keenan Auto Parts Co.
Toccoa—Slack Auto Parts
Waycross—Thompson Motor Supply Co.

FLORIDA:
DeFuniak Springs—Taylor Parts & Supply Co.
Jacksonville—Consolidated Automotive
" Motor Parts & Sply Co.
Lake City—Consolidated Automotive
Marianna—Keenan Auto Parts Co.
Panama City—Taylor Parts & Sply Co.
Quincy—Keenan Auto Parts Co.
Sarasota—Anderson Auto Parts
St. Petersburg—Automotive Sply Co.
Tallahassee—Genuine Auto Parts Co.
" Keenan Auto Parts Co.
Tampa—Motor Parts Co., Inc.

MISSISSIPPI:
Lucedale—Motor Parts & Supply Co.

NORTH CAROLINA:
Asheville—Hayes & Hopson, Inc.
Franklin—Slack's Auto Parts
Gastonia—Genuine Parts, Inc.
Marion—Marion Auto Parts, Inc.
Spruce Pine—Mitchell Auto Parts

SOUTH CAROLINA:
Aiken—Thompson Motor Supply Co.
Anderson—Anderson Auto Parts
Charleston—H. Steenken & Co.
Columbia—The Parts Co.
Easley—Anderson Auto Parts
Greenville—Battery & Electric Co.
Greenwood—Carolina Tool Co.
Orangeburg—Parts Supply Co.
Rock Hill—Bennett Supply Co.
Spartanburg—Spartan Automotive Co.
Walterboro—H. Steenken & Company
York—York Auto Parts

TENNESSEE:
Carthage—Auto Parts & Service Co.
Centerville—Osborne Auto Parts
Chattanooga—Hart's Auto Parts Co.
Clarksville—Clarksville Auto Parts
Cleveland—Hart's Auto Parts Co.
Cookeville—Auto Parts & Service
Fayetteville—City Auto Parts
" Lincoln Supply Co.
Gallatin—Auto Parts & Service
Greeneville—Broyles Rubber Oil Co.
Harriman—Hart's Auto Parts Co.
Knoxville—Service Auto Parts Co.
Maryville—Hart's Auto Parts Co.
Pulaski—M. S. Church Auto Parts
Shelbyville—Auto Parts & Service Co.
Springfield—Auto Parts & Service Co.
Winchester—Winchester Auto Sply Co.

JOHN ROGERS CO. *300 Hunnicutt St., N. W., Atlanta, Ga.*

Rust Master "Pict-O-Poem"

RADIATOR BOILING . . .

When customers drive in with steaming radiators . . .

STOP TOILING . . .

- No Draining
- No Flushing
- No Waiting

There's no need to drain and flush to clean out rust and scale and to improve water circulation . . .

JUST POUR . . .

Rust Master dissolves all rust and scale in the entire cooling system. Just pour Guaranteed Rust Master in the radiator — rust proofs for a whole year . . .

PROFITS SOAR!

It's smart to stock all Rust Master products for More Satisfied Customers — More Profits!

RUST MASTER — LEAK MASTER — SLUDG-MASTER — CARB MASTER — PARTS MASTER

GET IT FROM YOUR JOBBER

CARS WILL BARK YOUR CAR

PRODUCTS WORK WHILE YOU RIDE

Chemical Company
Mfg. Chemists

56 CREIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY

HIRSIG

EDWARDS DENNIS

Top Performance

CONTACT SUPPORTS

A GENERAL MOTORS PRODUCT — A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

Makes 'Em Top Sellers

HERE ARE SIX FEATURES THAT MAKE DELCO-REMY FAST-ACTING BREAKER LEVERS THE RIGHT BREAKER LEVERS FOR REPLACEMENT USE IN LATE MODEL DELCO-REMY DISTRIBUTORS.

New Delco-Remy distributors meet the ignition needs of modern higher compression engines for these two important reasons:

- The new high-rate-of-break cam used in these distributors—because of its steeper contour—permits an increase in the cam angle without reducing the point opening.
- Delco-Remy fast-acting breaker levers, with their carefully engineered weight distribution, follow *accurately* the steeper contour of the new cams.

And here are the features that make Delco-Remy fast-acting breaker levers the *right* breaker levers for this job in millions of late-model Delco-Remy equipped cars and trucks.

1. **I-beam formation for lever strength, rigidity and durability with minimum weight.**
2. **Austempered spring for long-lasting fatigue resistance.**
3. **Preformed phenolic-laminate rubbing block for maximum wearability.**
4. **Rubbing block hot-riveted to lever for added strength.**
5. **Contact points of highest quality tungsten for longer life.**
6. **Bushing squarely and securely staked in lever and subsequently reamed to close tolerances for long, accurate operation.**

Always replace with Delco-Remy fast-acting breaker levers when you service Delco-Remy distributors. The right lever—with the right contact support—is available in sets through your United Motors distributor.

Delco-Remy
ELECTRICAL SYSTEMS

DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA

STILL MORE **PROFIT**

THE Beeline WAY

- ☐ FRAME MACHINES
- ☐ WHEEL STRAIGHTENERS
- ☐ WHEEL BALANCERS
- ☐ FRONT END MACHS.
- ☐ TIRE ROUNDERS
- ☐ HYDRAULIC PUMPS
- ☐ HYDRAULIC PRESSES
- ☐ PRECISION GAUGES
- ☐ WHEEL WEIGHT MOLDING MACHINES

Write for free literature

Beeline co.
DAVENPORT, IOWA U.S.A.

Jobber News

(Continued from page 148)

Mills-Morris Entertains 450 at Annual Picnic

MILLS-MORRIS Co. entertained over 450, including employees and their families and manufacturers' representatives, at its annual picnic and barbecue in Memphis, Tenn., July 30.

Employees and families from branch stores in Nashville, Union City and Milan, Tenn.; Tupelo, Jackson and Greenville, Miss.; Jonesboro and West Memphis, Ark.; Bowling Green, Ky., and Florence and Sheffield, Ala., were present.

The outing featured swimming, baseball, softball, fishing, boating, dancing and dinner on the grounds.

Electrical Manufacturers, Distributors Meet

THE Automotive Electric Association was to hold its annual joint meeting of its manufacturers and central distributors division at The Homestead, Hot Springs, Va., Sept. 12-15, G. Z. Spencer, president, announced.

An important feature of the meeting was to be a progress report on the AEA Flex-I-Trol protected profit inventory plan. There will also be a report on wholesaler internal operations, including accounting and financial controls.

Merit Muffler Names Two As District Managers

MERIT Muffler Division has named William H. Burton and Bernard D. Kirrane as district managers, By Harris, sales manager, announced.

Burton will cover West Virginia, Maryland and parts of Michigan, Ohio and Pennsylvania. Kirrane has been assigned Kansas, Missouri, Iowa, Nebraska and part of Illinois.

Wix Changes Dallas Site

Wix Corp.'s Southwestern zone office, Dallas, Texas, has moved to a new warehouse where it has more than double the floor space of its former quarters, Paul G. Crawshaw, vice-president, announced. "Our business in the Southwest zone has actually doubled in the past 18 months and we were cramped for space. We ship everything in Oklahoma, Texas and New Mexico from the Dallas warehouse," he said.

Black & Decker Manufacturing Co. has appointed Albert S. Fehsenfeld as head of its newly-created wholesale division, John F. Spaulding, vice-president-general sales manager, announced. At one time Fehsenfeld was branch service manager in Atlanta, Ga., and was later branch manager in Dallas, Texas. Prior to his latest appointment, he was assistant general sales manager.

MOTALOY

Reg. U. S. Pat. Off.

the only product of its kind in the world

A COMPLETE MOTALOY RING AND VALVE JOB

While you drive, MOTALOY fabs metal-plate worn, pitted, scratched surfaces of rings, cylinder walls and valves. Raises compression. Stops oil burning. Increases mileage.

Now, Proven by ATOMIC RESEARCH TESTS

$6

FOR CARS · TRUCKS · TRACTORS

Good For 200,000 Miles

Money-Back Guarantee
Order Motaloy Today

MOTALOY MANUFACTURING CORP.
Dept. 103, South Texas Bldg.
San Antonio, Texas

How valuable is your time? Could time make the difference between a profit or a loss on a particular job? The Pontiac dealer in your locality saves you valuable time by stocking a complete (and complete in every respect) selection of factory-engineered Pontiac parts. There's no need for you to scurry about town picking up a part here and another there when Pontiac dealers offer you a complete one-stop shopping center for Pontiac parts. Take advantage of this service . . . save time and profit from the savings.

Pontiac Engineered Parts Assure Pontiac Engineered Performance!

LET YOUR PONTIAC DEALER HELP YOU WITH YOUR TOUGH REPAIR PROBLEMS

When you have a Pontiac repair job requiring special knowledge or equipment, do what thousands of other independents are doing—take your problem to your nearest Pontiac dealer. His technical assistance and factory-planned facilities are at your service.

Pontiac FACTORY Parts ENGINEERED Parts

MEWA Cites Increase In Union Activity

MORE jobbers are being contacted by union representatives, according to reports to Motor and Equipment Wholesalers Association.

"Most recent stories have come from Illinois, Iowa and New York," the association reported Aug. 22.

The group has made available to its membership a bulletin covering union contract terms.

"A recent survey of several thousand wholesalers evoked an 84% response, indicating a desire to have further information made available to wholesalers who seem to be aware of a possible rising 'unionization' tide and the fact that their own knowledge of the matter is usually slight," said a MEWA news release.

Its bulletin includes a cross-section of many ideas incorporated into contracts across the country.

Lt. Louis Harding, Standard Auto Parts, Bristow, Okla., served two weeks with the National Guard at Ft. Hood, Texas.

MORE HORSEPOWER

gives your customers

* MORE HORSEPOWER
* LONGER ENGINE LIFE
* GREATER FUEL ECONOMY

Because MUSTANG PRECISIONEERED engines feature

- CONFORMATIC Pistons
- Chrome-alloy valves
- Chrome rings
- High lift camshaft

And every Mustang is performance tested . . . carries a new engine guarantee

Get them from your jobber or write—

MUSTANG

REBUILDERS INC.,
Garland, Texas

McEwen Cherry Co., Nashville, Tenn., has appointed C. Philip Scales as salesman to handle special assignments, J. McEwen "Mac" Cherry, announced. Scales has been a salesman to Southern wholesalers for 12 years. He has been active in affairs of the Booster club at Nashville.

•

Standard Opens Branch

Standard Parts Co. opened last month a branch store at 2144 Sumter Street in its headquarters city of Columbia, S. C., "to give customers the service which we feel is desired," according to Manager Billy Boyd. The firm opened a branch at West Columbia last March.

Malsbary Picks Schneider

Malsbary Manufacturing Co., makers of steam cleaners, has appointed Al Schneider, Dallas, Texas, as representative for all of Texas except the Panhandle, Michael K. Dugener, sales manager, announced, Vance Ottmer, Houston, is joining Schneider.

Gene Fike Succeeds Clark

William E. "Gene" Fike of Tobin-Arp Mfg. Co., Atlanta, has been named a director of the Southeast Automotive Show to fill the vacancy created by the resignation of Henry S. Clark, now a Chicago factory executive.

Meridian Firm Hires Allen

Motor Supply Co., Inc., Meridian, Miss., has employed K. P. Allen, Jr., who has returned from four years in the Air Corps spent at Holloman A. F. B., Alamogordo, N. M.

SOUTHERN Factory Bonded SHOES

MAKING BIG DIXIE NEWS

- **WHEELABRATED**
  —not just washed
- **SILVER SPRAYED**
  —not just dipped
- **RADIUS GROUND**
  —not just lined
- **FIBER BLOCK, too**
  —not just wire back
- **BULK EXCHANGE PLAN**
  —not just shoe for shoe
- **BULK DEALS, too**
  —not just boxed
- **TWO-WAY FREIGHT**
  —not just outbound
- **LOW PRICES**
  —and fast service

Only
SOUTHERN
makes and bonds
BRAKE LINING
in the South

FACTORY BONDED
SOUTHERN
REG. U.S. PAT. OFF.
BRAKE SHOES

SOUTHERN
FRICTION MATERIALS CO. — CHARLOTTE, N.C.

simple answers to tough problems

When you want a simple answer to a tough repair problem, you'll most likely find it in the D&V line of service items. Every D&V product is engineered to do its job better, quicker and cheaper than it can be done any other way. Which is just another way of saying that D&V Service Items will make your customers happy and make you richer.

- idler arm adjusters
- gearshift neutralizer
- clutch anti-chatter kits
- u-bolt muffler clamps
- universal tail pipe hangers
- hydraulic cup expanders
- brake anti-squeak washers
- brake cam rollers
- coil spring hysters
- spring shackle repair kits
- caster shims

If you're in business to make money, the smartest thing you could do right now is to

Write for Our Latest Catalog

D&V MANUFACTURING COMPANY
Box 3843 • Birmingham 8, Ala.

Quaker Supreme

HYDRAULIC BRAKE FLUID

profitable always . . guaranteed **safe** for all brake systems!

STOPS!

GIVE YOUR CUSTOMERS THE BENEFITS of Quaker Supreme Hydraulic Brake Fluid! Chemically Analyzed . . "Castor Oil Engineered" for more mobility and better performance in all brake fluid systems . . regardless of low temperatures!

PROFITABLE? YOU BET! And it's backed by a guarantee that says Quaker Supreme is supreme in its field!

SIZES: 12 ounce cans • pints • quarts • gallons • 5 gallon drums

Southeast Rep.: L. M. Hirsig Co.
Southwest Rep.: Hirsig-Frazier

Quaker Supreme Chemical Corp.
MONTGOMERY, ALABAMA

Snugl WHEEL WEIGHT MFG. CO.
Division of Mid-Western Auto Parts
KOKOMO, INDIANA — WHITTIER, CALIF.

 (Continued from page 15)

T. A. Williams, North State Chevrolet Co., Inc., Greensboro, N. C., has been selected as North Carolina's representative to the Inter-Industry Highway Safety Committee. Williams, a former president of the North Carolina Automobile Dealers Association, has also been appointed to a Greensboro committee for planning a vehicle check program for October. He has long been interested in promoting safety.

•

Air Conditioner Demand Shoots High in Olds

OLDSMOBILE has sold twice as many air-conditioning units the first six months of this year than in all of 1954, J. F. Wolfram, Oldsmobile Division general manager and vice-president of General Motors, reported.

"Our records show that through June of this year, some 14,042 units were installed at the factory while 2,100 units were requested by dealers for installation at the point of sale. In other words, only 2.6% of all Oldsmobile models produced in 1954 contained air-conditioning units as compared with 4.5% for all models manufactured during the first six months of this year," he said.

Chrysler Promotes Tuttle, Former Dallas Manager

CHRYSLER Division of Chrysler Corp., has advanced Jack Tuttle, Dallas, Texas, regional manager from 1943 through 1948, to West Coast fleet sales manager, E. M. "Bill" Braden, general sales manager, announced.

Tuttle, who has been regional manager in Los Angeles, Calif., since 1948, will be succeeded by Fred K. Dell, former Kansas City, Mo., regional manager. Tuttle joined Chrysler Corp. in 1934 as sales promotion manager in New Orleans, La., and was made wholesale manager of its Kansas City factory branch in 1937, then promoted to city manager two years later.

Dell was Oklahoma City, Okla., regional manager before accepting his Kansas City position with the corporation.

(More News Briefs on page 161)

now!

Extra PROFIT for you on a full COMPLETE LINE with Lisle Precision QUALITY

Lisle SUPCO-DIV.

• BRAKE PARTS
• CYLINDERS
• KITS — FLUID
• HOSES — CABLES

The Complete Extra-Profit Line

It will pay you to ask your jobber for SUPCO!

LISLE CORPORATION
CLARINDA, IOWA

quicker seating

with the rings you know!

When a CHROME-CONTROL LEAK-PROOF job leaves the shop you *know* it won't be back in one, two or three thousand miles. That's because CHROME-CONTROL LEAK-PROOF piston rings are *quick seating*—they deliver customer satisfaction from the moment he drives away from your shop—and that means *no comebacks!* Use the rings you *know* . . . the rings that are guaranteed!

CHROME-CONTROL LEAK-PROOF PISTON RINGS WILL OUT-PERFORM ANY OTHER SET IN THE "HARD-TO-HOLD" JOBS REGARDLESS OF KIND, DESIGN OR PRICE.

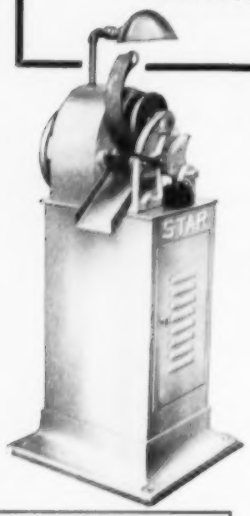
McQUAY-NORRIS MANUFACTURING CO.

ST. LOUIS 10, MISSOURI

McQUAY-NORRIS
COMPLETE LINE
SERVICE FOR
ALL MAKES AND
MODELS OF
CARS, TRUCKS
AND TRACTORS
McQUAY-NORRIS
CHROME
CONTROL
LEAK-PROOF
PISTON RINGS
BEARING
SERVICE
PISTON
SERVICE
PIN AND
BUSHING SERVICE
SLEEVE ASSEMBLY
SERVICE
VALVE SERVICE
SOCKET AND
ROD SERVICE
KING BOLT AND
BUSHING SERVICE
SHACKLE SERVICE
FRONT END SERVICE
WATER PUMP
SERVICE

Eliminates Heat

In Brake Debonding



New STAR Debonder
Uses Cold Method Exclusively . . . No Heat Distortion of Shoes

Saves Time. . . Saves Work
Removes Brake Lining in Less than 10 Seconds

Check These ★ Features

- All-electric Power Driven
- Handles All Passenger Cars and Light Truck Brake Shoes
- Backed by 4 years of Development and Practical Testing on the Job

Write for Further Information on this Sensational Brake Servicing Aid.

ATTENTION SMALL SHOP OWNERS!
Write today for information on the manually operated Star De-bonder especially designed for small shops.

★ STAR MACHINE & TOOL CO. ★

215 Sixth St., S.E. Minneapolis 14, Minn.

DEGREASER!
engine shampoo

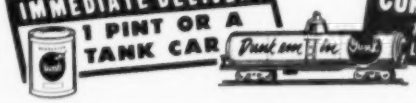
QT. SIZE CONCENTRATE MAKES 2 GALLONS

Spray Or Brush On

Takes cling out of oil and grease—emulsifies it so that all dirt may be hosed off as easily as you rinse hands under water faucet. Launders engines faster, more completely and safer than steam cleaning (warm the engine). Self scouring action brings out factory new appearance—provides accurate visual inspection — Gunked engines run cooler. Genuine Gunk is sold in BULK sizes at better automotive wholesalers everywhere. Retail sizes may be obtained at Western Auto Stores and Associate Stores.

Try it today!

IMMEDIATE DELIVERY
1 PINT OR A TANK CAR



CURRAN CORP.
Mfg. Chemists
LAWRENCE, MASS.

"I MADE $14,839 LAST YEAR... SERVICING RADIATORS"

Rex Ryan, Bloomfield, Iowa

INVESTIGATE THE HUGE PROFIT POTENTIAL

Rex did all his own work, operating in a former coal house at his home. With only 4,117 cars and trucks in his county!

He says: "Last year, income from labor was $10,790, material sales were $4,049. The first 3 months after installing Inland equipment, my business paid two-thirds of the cost!"

Servicing radiators offers tremendous opportunities! Town Auto Co., Allentown, Pa. made over $13,000 in a year! Jack Fagan, Delavan, Wisc. made $10,650 in 8 months! Many others, all over the country, **net $6,000 to $20,000 a year!**

Just Think! 20,000,000 radiators require servicing yearly. Inland equipment enables you to do professional work, use easy fast production methods, make Big Profits! Send for free book "Blueprint for Profit!"

FREE TRAINING SCHOOL

Factory school trains you or your man quickly. Hundreds of graduates are now expert radiator repairmen. Free to Inland customers.

INLAND Mfg. Co.

1108 Jackson St., Dept. SA-9, Omaha 8, Nebr.
World's Largest Radiator Equipment Mfgr.
Other free catalogs—supplies, cores

INLAND MFG. CO., DEPT. SA-9
1108 Jackson St., Omaha 8, Nebr.
Please send free book "Blueprint for Profit."

BY.....
FIRM.....
PLEASE PRINT TITLE.....
ST..... CITY..... STATE.....
If Dealer, Car Sold.....Have Radiator Shop ☐ Yes ☐ No

The PIONEER Tool
FOR INSTALLING VALVE SEAT RINGS

The Biggest Seller

THE FIRST . . . and still the MOST POPULAR, MOST PRACTICAL, SIMPLEST, MOST UNIVERSAL tool of its kind made.

EVERLASTING . . . the first tools made over 25 years ago are still in service.

K. O. LEE CO.
ABERDEEN, SOUTH DAKOTA

If it's made by **Lee** *it's a* **"Knock-Out"**

News Briefs

(*Continued from page 157*)

Chrysler Plans Divorce For Plymouth Line

CHRYSLER Corp. is planning for gradual development of separate dealerships for the Plymouth, Dodge, DeSoto and Chrysler Divisions, according to President L. L. Colbert.

The new divisional-line dealerships will be established wherever local conditions make them practicable, but only after a careful dealer-by-dealer check is made in each instance, he stated.

"Our present distribution system has served the public, our dealers and Chrysler Corp. well during the past 25 years. However, the point is now being reached in the growth of the company and its dealers when deeper market penetration for each of the company's car lines can best be achieved in many areas through divisional-line dealerships," Colbert said.

100 Million Diesel HP Produced by GM

GENERAL Motors Corp. marked on Aug. 29 the production of its first 100 million diesel horsepower, produced over a period of 22 years, Harlow H. Curtice, president, announced.

"Ten years from now, in 1965, General Motors will have produced its second 100 million diesel horsepower," Curtice forecast. "In the short period of little more than 20 years, General Motors has built enough diesel engines to give the country more new power capacity than all the nation's privately-owned steam generating plants."

Walter Chrysler's Home In Kansas Dedicated

THE Ellis, Kan., boyhood home of Walter P. Chrysler was dedicated as a memorial Aug. 27 with K. T. Keller, chairman of the Chrysler Corp. board, presenting the deed to the home to the mayor of Ellis.

Chrysler Corp. purchased and restored the home where Walter Chrysler spent his formative years and presented it to Ellis as a town memorial.

In 1889, when Chrysler was 14, buffalo roamed the plains and hostile Indians severed scalps whenever they got a chance. A committee of townspeople, some of whom have personal recollections of Chrysler's boyhood, have put his personal possessions in a display in a setting identical to that which he knew.

The day of dedication featured a parade including floats depicting events of his early life. This was followed by a crowning of a Miss Chrysler.

American Motors Erecting Dallas Office-Warehouse

AMERICAN Motors is building a 50,000 - square-foot office-warehouse in Dallas, Texas, completion of which is scheduled for Sept. 15, R. J. Sanford and John S. Beach, zone managers for Nash and Hudson Divisions, reported.

The building will be used as a parts depot for operations in the Southwest and as zone sales offices for both Nash and Hudson Divisions.

For that long reach!

Herbrand NO. 250

BRAKE BLEEDER WRENCH

For Chrysler and other cars

Another time-saver from Herbrand! The No. 250 Brake Bleeder Wrench is especially designed with deep offset to reach the recessed brake bleeder screw on all recent model Chrysler products. Openings of 3/8" and 7/16" make tool ideal for many other brakes as well. Six point opening holds tight on worn or rounded screw head where a 12-point wrench might slip. Drop forged from triple alloy steel, accurately broached, and handsomely finished in glistening chrome.

The No. 250 is Herbrand's Tool-of-the-Month selection. See it at your Herbrand distributor or write us.

Mechanic's Net $2.35

THE TOOL LINE WITH TURNOVER – NOT LEFTOVERS

HERBRAND

Herbrand VAN-CHROME TOOLS ... the finest money can buy!

Herbrand Tools

Fremont, Ohio

THE BINGHAM-HERBRAND CORPORATION

Anti-Freeze Indications Look Good This Fall

ALL indications for anti-freeze sales point to a record season, stated R. D. Scheer, sales manager for du Pont Zerone and Zerex anti-freeze.

"Passenger-car registrations so far this year are at about 50 million. That's 2.2 million more than we had in 1954. Also, for the first six months of 1955 the automobile industry turned out new cars at the rate of 14.4 per minute, and new-car sales are not far behind production."

Du Pont has announced that its anti-freeze advertising and promotion program to run in the fall will be "the largest ever conducted."

Trailer Output Forecast To Rise 26% This Year

TRAILER production this year is expected to climb 26%, or a total of 70,000 vehicles compared with 55,417 for 1954, forecast R. R. King, Oklahoma City, Okla., president of the Truck-Trailer Manufacturers Association.

He based his prediction on a five-month actual output of 29,074 units, 21% over 1954's corresponding period. King pointed out that manufacture for government and export is small this year, but a big demand is coming from civilian customers.

The achievement of 70,000 units this year would set a peacetime record. In 1953, 97,689 trailers were produced, but 44,516 were for government and export, leaving only 53,173 for civilians.

RMC *is your replacement source for*

Air-Cooled ENGINE VALVES

- For Lawnmowers, Garden Tractors, and other Applications—
- Guaranteed Top Quality built to exacting Original Equipment Specifications.
- Comprehensive coverage—ready for immediate delivery.
- Competitively Priced.
- Component Valve train parts also available.

Specify: rmc VALVES and component parts for— AUTOMOTIVE, INDUSTRIAL, FARM, MARINE AND OTHER INTERNAL COMBUSTION ENGINES

Sold by leading Automotive Parts Jobbers. Warehoused in principal Cities—See your rmc Warehouse distributor.

Warehoused & Distributed By:

PIONEER WAREHOUSE CO. (Herman Shields) 2314 Front St., Meridian, Miss.
DISTRIBUTOR'S WAREHOUSE 2436 Dennis St. Jacksonville, Fla.
AUTOMOTIVE WAREHOUSE, INC. 320 Fifth Ave. Nashville, Tenn.
T. L. KIDD COMPANY 305-7 W. Morehead St. Charlotte, N. C.
NEAL GREENFIELD SALES 509 E. Third St. Fort Worth, Texas
NEAL GREENFIELD SALES 2916 Main St. Dallas, Texas

RICH MANUFACTURING Corporation
BATTLE CREEK MICH., U.S.A.
BASIC VALVE MANUFACTURER FOR ORIGINAL EQUIPMENT SINCE 1908

Mississippians Will Hear Cooper and Henderson

WALTER Cooper, Fort Collins, Colo., chairman of the National Automobile Dealers Association's national affairs committee, and Horace E. "Hunk" Henderson NADA associations coordinator, will address the Oct. 9-11 convention of the Mississippi Automobile Dealers Association at the Buena Vista Hotel, Biloxi, George Lemon Sugg, manager, reported.

Other speakers will be W. E. Burtelow, St. Louis, Mo., executive vice-president, Securities Investment Co., and Julius H. Lile, Jackson, Miss., general sales manager, automotive division, Milner Enterprises.

Max McLaurin, Jackson, and V. M. Box, Corinth, are president and vice-president of the association.

DeSoto's New Dealerships Total 14 Since August 1

DESOTO Division of Chrysler Corp. has appointed 14 new dealerships since August 1, according to J. B. Wagstaff, vice-president in charge of sales.

Southerners are: Middlesboro Motor Co., Middlesboro, Ky.; Hamilton Twins Motors, West Memphis, Ark.; Mercer Motor Co., Warner Robbins, Ga., and Parts Motor Co., Augusta, Kan.

Martin-Senour Names Shute

Martin-Senour Co. has appointed Donald H. Shute as manager of its newly-created automotive sales service department, William M. Stuart, president, announced. Shute has been with the company four years.

Directors of the IGOA interrupted their semi-annual meeting last month for this photograph.

IGOA Adopts Emblem; New Members Added

AN OFFICIAL emblem was adopted at the semi-annual meeting of the directors of the Independent Garage Owners of America, Inc., Aug. 20-21 at Tulsa.

Executive Director Ralph H. James announced that the emblem, in the form of a shield, would be available for members in decal form in about 30 days and in metal signs within about 90 days.

The wording is: "Member Independent Garage Owners of America, Inc., Personalized IGO Service."

Allied membership (manufacturers) has climbed to 15 with the addition of Federal-Mogul Service and Aluminum Industries, Inc.

"We have received letters from several other manufacturers requesting additional information, while still others have made promises of joining with us in September," James announced.

He will address a meeting of garagemen in Chattanooga, Tenn., Sept. 16 and will go on to Lancaster, Pa., to address garagemen of southern Pennsylvania.

Howard Eves of Pasadena, Calif., was moved from second vice-president to western regional director, James announced. W. R. "Pop" Mayfield of Little Rock, Ark., was elected second vice-president and Johnnie Luton of San Diego was named third vice-president. Bert Cook of Dallas, Texas, is president.

Hudson Elevates Milton To Sales Managership

HUDSON Motors Division of American Motors Corp. has advanced Walter S. Milton from assistant general sales manager to sales manager.

Milton, who joined Hudson in 1932 as a special representative in the Kansas City, Mo., area, was appointed St. Louis, Mo., zone manager in 1935.

Memphis Tennesseans Elect

The Memphis (Tenn.) Automobile Dealers Association has elected Lee McCormick, Chip Barwick Chevrolet Co., president; Nat A. Gilmore, vice-president, and Tom Hutton, secretary-treasurer.

YOU'VE GOT PLENTY TO SELL WHEN YOU SELL MERIT

When you handle Merit, the modern muffler, you can sell every car and truck that comes down the pike. That's because Merit offers you a complete line—factory duplicate type mufflers, dual and header exhaust systems, heavy-service mufflers, Hollywood type mufflers for the young at heart.

You sell satisfaction as well. That's because Merit is a quality muffler, equal to or better than original equipment, with heavier gauge steel that gives customers better performance and thousands of miles longer satisfactory life.

And—don't forget—*you make money on every Merit installation you sell.* Your average profit is $9.00.

You make more frequent installations, too—turnover is terrific. Mufflers and pipes are the hottest automotive replacement items today. Get your share with Merit. *Merit sales doubled in 1954*—think of what this can mean to you.

These are some of the reasons why it will pay you to listen to your Merit jobber salesman the next time he calls. Listen—and act. Sell Merit, the modern muffler line.

MERIT

MUFFLERS AND PIPES

619 Smith Street • Dept. 5-J • Toledo 1, Ohio

Insist on VELLUMOID!

You Can't Go Wrong . . .

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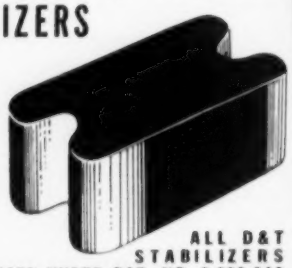

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How Much Sight Reduction By Tinted Windshield?

VISION is cut down 20% by tinted windshields, according to two physicians who made a five-year investigation of automobile crashes for city and county police in Omaha, Neb.

However, General Motors scientists claim the difference to be only 3%, or nine feet in a distance of 300 feet (see SOUTHERN AUTOMOTIVE JOURNAL, February, 1955, page 11).

Wearing pink-tinted glasses cuts sight another five to 10%, the physicians in Omaha reported.

Smoking also makes a difference, they said. "If the driver smokes two cigarettes in 30 minutes, he inhales enough carbon monoxide to reduce his vision another six to 7% . . . Consequently, if all the factors — colored windshield, tinted glasses and cigarette smoking — are present at the same time, there really isn't anyone driving the car! It's just a guided missile speeding down the road."

DeSoto Adds 134 Dealers In First Seven Months

THE DeSoto Division of Chrysler Corp. has appointed 134 new direct dealerships since the first of the year, bringing the total to an estimated 2,165, not including 562 associate dealerships, J. B. Wagstaff, vice-president in charge of sales, announced.

Texas led all other states with 14 dealers out of the Dallas regional office.

The midwest zone led with 43; the eastern zone had 42; the central zone, 35, and the western zone, 14.

Smithfield Tarheels Elect

The Smithfield (N. C.) Automobile Dealers Association has elected C. C. Pippin, Jr., Pippin Motors, Inc., president; B. Arthur Gardner, Gardner Motor Co., Inc., vice-president, and N. P. Williams, Williams Motor Co., secretary-treasurer.

New Mexico Defers Convention

The New Mexico Automotive Dealers Association has postponed indefinitely its Sept. 23-24 convention. The action was taken because of conflicting dates of new-car showings and other circumstances attendant to the '55 clean-up period.

Rear Lights Replace Unsafe Brakes As Worst Fault in Safety Checks

REAR lights appeared most often in need of repair in the nation - wide community safety checks conducted earlier this year. Trucks averaged being more guilty in this respect than cars.

One out of every 13 vehicles checked needed attention to rear lights, while one out of every 16 units had unsafe brakes.

The figures were announced by A. vanderZee, chairman of the Inter-Industry Highway Safety Committee and vice-president, Chrysler Corp. The campaign was conducted by the committee, the National Safety Council and *Look* magazine.

Other items safety-checked, in order of their need for attention, were: front lights, exhaust system, tires, steering, windshield wipers, glass, horn and rear-view mirror.

"An all-time high total of 1,421,200 vehicles were reported checked at safety-check lanes in 422 communities, in dealer service departments, garages and service stations," he said.

"Community programs, utilizing the support of an entire community, were first conducted in 1954 when 147 communities participated," vanderZee said. "This year 422 cities and 17 counties in 37 states conducted community programs. This represents a 187% increase in the number of participating cities in one year."

Twenty-five of these cities were cited recently for outstanding activity in support of the 1955 program. A special judges' citation was awarded to New Bern, N. C. New Bern's community safety-check lanes checked three times the number of motor vehicles registered in the city.

Safety-check programs during 1955 had dramatic incidents underlining the importance of vehicle maintenance to traffic safety. In Tacoma, Wash., the brake fluid gushed out on the inspecting mechanics — just before the driver would have left to descend a steep hill into the city. One motorist in Saginaw, Mich., arrived at the safety-check lane using only the horn rim — his steering wheel was gone.

Items of vehicles safety-checked, by type and the percentage of each to the total number of parts in need of maintenance attention are shown in the following table:

Total vehicles checked during program period were 1,421,200. Reports of 8,982 vehicles checked were not used due to insufficient data. Of this total, 1,229,690 were checked in 422 communities.

Included in the above table are reports of community safety-check activities conducted in 422 cities and 17 counties in 37 states. These cities and counties included:

Alabama: Auburn, Oneonta and Ozark.

Arkansas: Jonesboro, Little Rock and North Little Rock.

Items Checked	Cars		Trucks		Combined Reports Cars and Trucks		Total	
Brakes	54,276	23.6	3,980	14.8	14,664	16.6	72,920	21.1
Front Lights	37,516	16.3	4,173	15.5	12,368	14.0	54,057	15.6
Rear Lights	41,103	18.0	6,140	22.8	39,986	45.3	87,229	25.2
Steering	19,879	8.6	2,144	8.0	2,040	2.3	24,063	7.0
Tires	20,014	8.7	1,634	6.1	3,335	3.8	24,983	7.2
Exhaust Sys.	24,543	10.7	2,542	9.5	5,235	5.9	32,320	9.4
Glass	11,398	4.9	2,146	8.0	2,182	2.5	15,726	4.6
W. Wipers	13,218	5.7	1,726	6.4	4,161	4.7	19,105	5.6
Rear V. Mirror	2,497	1.0	1,029	3.8	908	1.0	4,434	1.3
Horn	5,862	2.5	1,367	5.1	3,417	3.9	10,646	3.0
	230,306	100.0%	26,881	100.0%	88,296	100.0%	345,483	100.0%

	Cars	Trucks	Combined Car & Truck Reports	Total Vehicles
Total Checked	611,441	44,361	756,416	1,412,218
Total Unsafe	155,075	15,788	121,638	292,501
Percentage	25%	35%	16%	20.7%

Florida: Clearwater, Daytona Beach, Fernandina Beach, Gainesville, Lake Worth, Orange County (Apopka, Maitland, Orlando, Winter Garden and Winter Park), St. Petersburg and Tampa.

Georgia: Albany and Savannah.

Kansas: Arkansas City, El Dorado, Eureka, Fort Scott, Great Bend, Iola, Junction City, Kansas City, Laurence, Leavenworth, Liberal, Parsons, Pittsburg, Topeka and Ulysses.

Kentucky: Owensboro.

Louisiana: Alexandria, Bastrop and Winnsboro.

Maryland: Baltimore, Cambridge, Easton, Havre de Grace, Montgomery County (Bethesda, Rockville, Silver Spring and Wheaton) and Westminster.

Mississippi: Biloxi and Laurel.

Missouri: Independence, Jefferson City, Kansas City, Mexico, Rolla and St. Joseph.

North Carolina: Canton, Fayetteville (Cumberland County), Kings Mountain, New Bern, Rocky Mount, Salisbury, Waynesville and Wilmington.

Oklahoma: Enid, Ponca City, Stillwater and Tulsa.

South Carolina: Aiken and Columbia.

Tennessee: Dyersburg and Elizabethton.

West Virginia: Bluefield.

Portrait by Fabian Bachrach

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LARRY BELL, *President Bell Aircraft Corporation*

If your company does not have the Payroll Savings Plan, or if you have the Plan and employee participation is less than 50%—get in touch with Savings Bond Division, U. S. Treasury Department, Washington, D. C. Your State Director, U. S. Treasury Department, will be glad to help you install a plan or show you how easy it is to build employee participation in your present plan.

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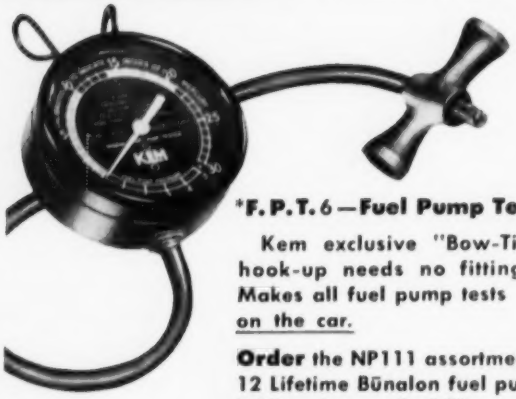

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Associates Investment Earnings Climb 10½%

ASSOCIATES Investment Co. and subsidiaries reported a consolidated net income of $8,812,014 for the first six months of 1955, an increase of 10½% over the $7,971,665 for the same 1954 period.

Earnings were equal to $2.73 a share on 3,125,472 shares of common stock outstanding after preferred stock dividend requirements, compared with $2.47 for last year.

Old Timers to Celebrate At Waldorf in October

THE Automobile Old Timers has scheduled its 16th anniversary dinner for Oct. 28 at the Waldorf-Astoria Hotel in New York, N. Y., Col. Willard F. Rockwell, president, announced last month.

Paul G. Hoffman, chairman of the board of directors at Studebaker-Packard Corp., is chairman of the dinner committee. Charles F. Kettering will be the guest of honor.

Plymouth Promotes Landon

Plymouth Division of Chrysler Corp. has advanced William Landon from promotion service manager to assistant director of service, G. J. Cutler, director of service, announced. Landon, who has been in the service business for 30 years, has authored numerous text books on mechanics and supervised all publications in connection with Chrysler's master technicians service conference since its introduction in 1947.

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Here are four new time-and-money-saving tool chests that will keep your valuable tools clean, safe and always on hand. They're designed by Huot, the nation's foremost maker of deluxe chests and cabinets.

These chests can really take it, too. Super-Duty models are made from 18 gauge and heavier steel! Drawers move easily on compound slides and Huot's built-in locking system keeps drawers secure. Huot chests and cabinets are finished in infra-red baked blue-grey enamel.

NEW HUOT ECONOMY CHEST

Model 107 retails for $24.75*—lowest priced, full size automotive chest on the market. All new features. Over-all dimensions: 26" x 12¼" x 12¼".

HUOT Model 108 SUPER-DUTY CHEST

Shown mounted atop a Model 275 cabinet is the big Model 108 chest with extra long and deep drawers for heavy, long tools. Over-all: 28" x 15" x 21" high. One 5 inch deep drawer, two 3 inches deep and three 2 inches deep, wt. 110 lbs.

Model 109 SUPER-DUTY CHEST

It has all heavy duty features of Model 108, but has four drawers, one 5 inches deep, one 3 inches deep and two drawers 2 inches deep. Over-all size: 28" x 15" x 15¾", wt. 85 lbs.

Model 275 SUPER-DUTY CABINET

Designed to support Model 108 or 109 chests, it lets you roll your tools to the job. Two big drawers for power tools, 23¼" x 16" x 6" deep, wt. 115 lbs. Double drawer supports. Locks completely with hide-away front. Flying saucer casters are standard equipment.

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TIRE CHANGING TOOLS KNOWN, USED AROUND THE WORLD

E. A. McGinty (left), manager of the Chicago advertising office of this publication, had good reason to smile. He is being handed a handsome watch in recognition of his 25 years' service. In center is Richard P. Smith, president of W. R. C. Smith Publishing Co., and at right is William J. Rooke, chairman of the board. Looking on are (l. to r.): William C. Herbert, editor, and A. F. Roberts, who is business manager.

Mayfield Sells Garage At Little Rock

W. R. MAYFIELD has sold the Mayfield Garage at 815 Broadway, Little Rock, Ark., and has no definite plans for the immediate future, although he says he is not ready for retirement.

Mayfield, who played an important part in promoting interest in organization of the Independent Garage Owners of America in Oklahoma City, Okla., last January, is continuing to serve the Arkansas Auto Service Association as secretary-treasurer.

The association's address is P. O. Box 2525, Little Rock.

Chevrolet Selects Averill, Messer for Washington

CHEVROLET Motor Division of General Motors Corp. has named L. H. Averill and H. G. Messer as manager and assistant manager of its eastern regional office in Washington, D. C.

Averill succeeds E. P. Feely, promoted to manager of the Flint, Mich., region, and Messer succeeds J. R. Roach, Jr., who was advanced to succeed Averill as manager of the national fleet department.

NADA Young Executives Push for Membership

THE Young Executives group of the National Automobile Dealers Association has mailed membership promotional brochures inviting thousands of young executives and future dealers between 21 and 40 to participate in its activity.

NADA directors and vice-presidents are designating state and regional chairmen for a nationally coordinated membership campaign.

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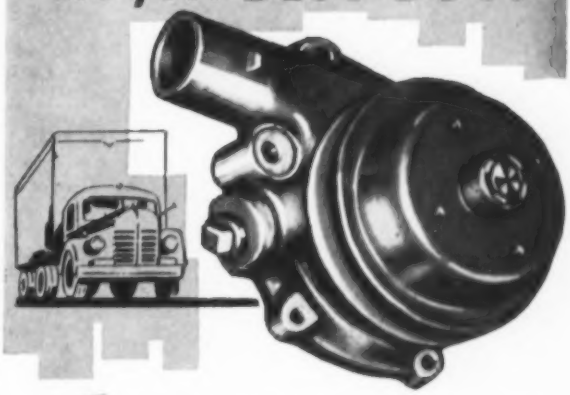

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JUST THE CARBURETOR PARTS YOU NEED FOR TOP TUNE UP

CPA 100 – *durable metal cabinet serves as a display, or as a storage cabinet. Cover can be closed and locked.*

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TOP TUNE UP MERCHANDISER

Gasket Packets, Needles and Seats, Pump Piston Plungers – the parts you need for a simple overhaul or a complete rebuilding job–partitioned with index cards and labels so you can find the right part in an instant. Plenty of room for more numbers and/or additional stock. All parts are individually packaged so there's no waste.

Write for catalog sheet HF491 describing special price offer, free dealer helps.

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HYGRADE AUTOMOTIVE PRODUCTS

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Out in Front HIRSIG In the South

THE HIRSIG ORGANIZATION SALUTES

TENNESSEE

"THE LAND OF DAVY CROCKETT"

AUTOMOTIVE STATISTICS

Total Vehicle Registrations	1,047,002
Gallons of Gasoline Used 1953	878,644,000
New Car Dealers	705
Independent Garages	941
Number of Service Stations	3,722
Miles of Paved Road	19,147
Hirsig Managers	3

COVERAGE MAKES SALES

These Hirsig district managers cover the State of Tennessee rendering complete and effective service to jobbers and manufacturers on all Hirsig lines.

VIC PENDLEY

JOHN TUGGLE

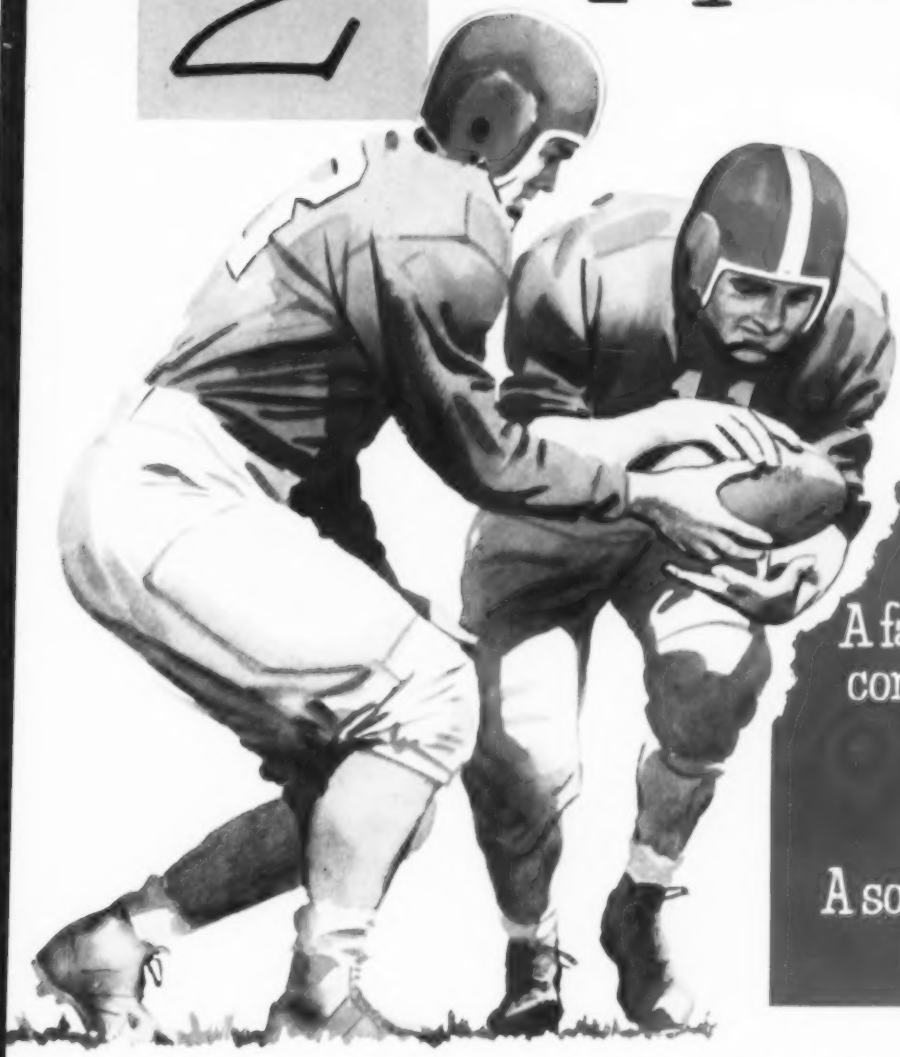
HARRY GODWIN

The Hirsig organization covers all of the Ten Southeastern states just as intensely as they cover the State of Tennessee. The ten states covered are Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Tennessee, Kentucky, Mississippi, and Alabama.

LAWRENCE M. HIRSIG & COMPANY • American Nat. Bank Bldg., Jacksonville 7, Fla.

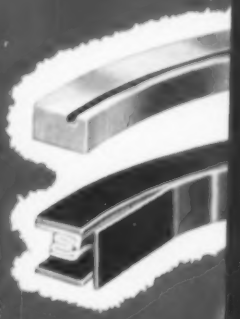
2 Top performers

combined in the same ring set!



1 A fast seating compression ring

2 A soft pressure oil ring



❶ The Hastings torsional is a compression ring that seats *right now*. Its torsional action brings it into a quick seat and perfect wall bearing in any cylinder—tapered, out-of-round or re-bored.

❷ The Hastings Steel-Vent is an oil ring that stops oil-pumping immediately. It's a *soft pressure* ring with the light inner-spring developed by Hastings. It delivers the extra lubrication that older engines must have—and with complete oil control and economy.

Here are two *top performers* in the same "Motor Engineered" set . . . built by replacement ring specialists.

You don't get come-backs due to cylinder scuffing and slow-seating when you install Hastings Steel-Vent sets. You get positive, quick performance that makes car owners happy.

HASTINGS MANUFACTURING COMPANY, HASTINGS, MICHIGAN • HASTINGS LTD., TORONTO

Piston Rings, Casite, Oil Filters, Spark Plugs, Wear Reducer

HASTINGS

STEEL-VENT PISTON RINGS

Regular or Chrome-Faced

*Tough on oil-pumping . . . Gentle on cylinder walls

Engineering Leadership in EVERY BOX!

it's your EXTRA PROFIT DIVIDEND that brings to you ADVANCED FEATURES like these:*

In the new Duomatic C-9 piston ring
for the new family of high performance engines

***Immediate Oil Control**
- Circumferential expansion principle
- Control of oil by new dish-spread action
- Complete side-of-groove seating

***Quick Seating**
- Correct low initial seating pressure
- Contact equality - even pressure distribution

***Long Life**
- Chromium plated steel segments
- Constant wear take-up
- Conformability to cylinder walls

***Easy Installation**
- Combination one-piece spacer and expander

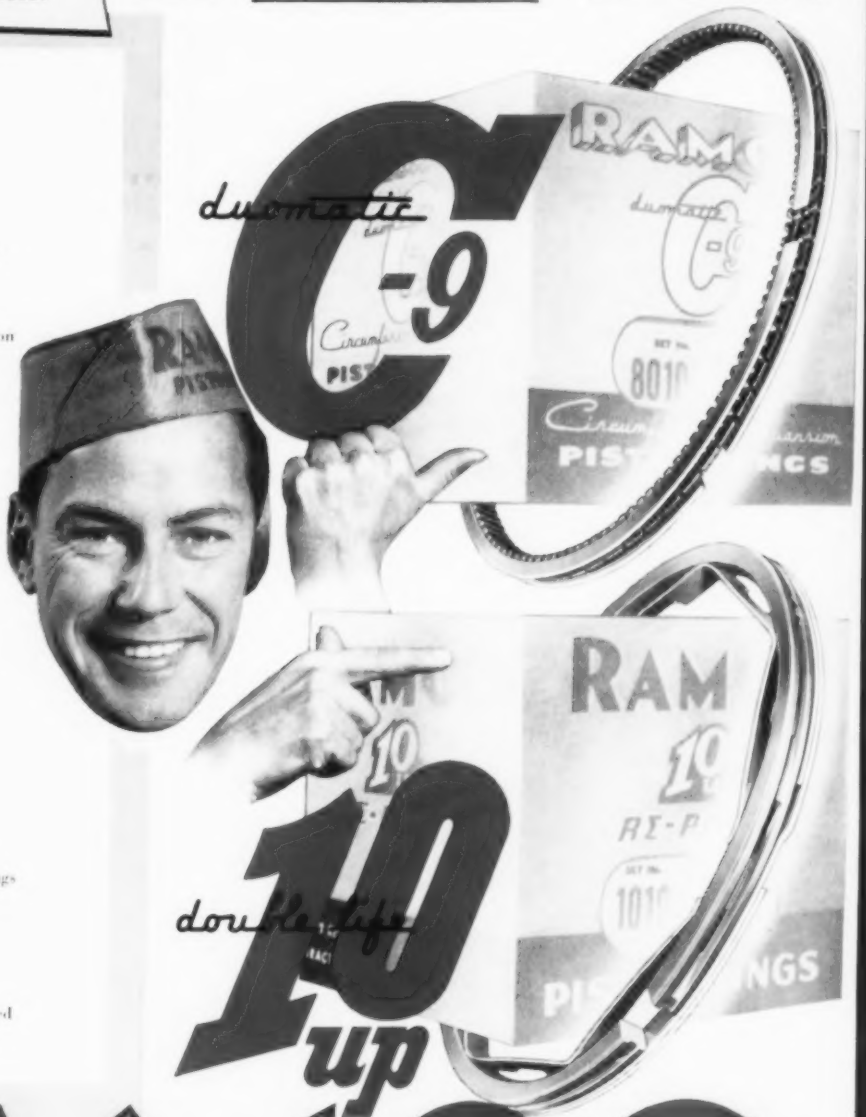
In the time proven 10-Up piston rings,
the favorite ring of leading mechanics everywhere

***Immediate Oil Control**
- Double-Life Principle
- Multiple Contacts of both cast-iron and chrome rings
- Alternating Pressure Action

***Quick Seating**
- Major reliance on gentle, quick seating cast-iron rings during seat-in period
- No Inner-Ring Contact on the Chrome Rings during seat-in period

***Long Life**
- Ramco's Super-Fine Chrome Finish prolongs ring life

***Easy Installation**
- Inner-ring and outer-ring design co-ordinated for quick installation. Ramco's No Gap Spiro-Seal easily winds into the groove



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RAMCO

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